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WRITING FOR THE TRADE PRESS

Writing for the Trade Press

By

FRANK FARRINGTON

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WRITING FOR THE TRADE PRESS

CHAPTER I

What The Trade Press Is

In the classification, "Trade Press," I include all sorts of technical and business periodicals and many class journals. These publications cover practically all forms of manufacturing, buying and selling—their field is essentially that of business. Some deal with big business almost exclusively; others are concerned mainly with the business of the smallest retail merchants.

In order that the magnitude of the trade press business of the country may not be underestimated, let me say that there are between seven and eight hundred so called trade papers in the United States, with a large additional number in Canada which are available as a market for the writer in either country.

The capital invested in trade papers in this country has been estimated at not less than $50,000,000. There are several associations of trade papers and there is one large organization called the Associated Business Papers which has as members many of the seven or eight hundred publications.. The number of employees connected with 250 selected papers is in the neighborhood of 6,000. These 250 papers pay out for general expenses about $25,000,000 a year.

One New York city publishing house owning its own plant and employing somes 900 people is engaged solely in the trade paper business and has an annual pay roll amounting to nearly a million and a half dollars.

There is a recognized difference between the trade paper and the class journal. Strictly speaking, a trade paper is a publication devoted to the interests of some department of

trade, and the class journal is a publication devoted to the interests of some one class of readers. For example, the "Grand Rapids Furniture Record" is a trade paper of the furniture trade, and THE EDITOR is a class journal for writers. "System" is a class journal rather than a trade journal. The distinction between these two forms of publications is unimportant in so far as the writer is concerned. He is concerned only with meeting the needs of the publication regardless of what its technical status may be.

There is scarcely a branch of business activity that does not have its own periodicals. For most of us a study of the lists of trade and technical papers will result in discovering not only publications by the score or even by the hundred which we did not know existed, but also businesses of which we never before have known.

The trade press covers a wide field of publishing interests whose presence might not become known to the writer devoting his attention strictly to the field of popular literature.

This class of periodical work requires its editors, its assistant editors, staff writers, correspondents and even reporters. There is a whole army of workers making their living in the semi-literary work connected with the trade press and their incomes compare very well with the incomes of those employed on other publications.

For the man or woman who likes to write, but perhaps lacks the touch of genius that will make writing for the general magazines lucrative, here is a field that offers steady employment at a satisfactory salary, with a decided advantage for him or her who has had experience in general literary work.

The trade press must draw its workers from one of two sources. It must take men experienced in the trade and make writers of them, or it must take experienced writers and make them familiar with the trade. Since the former is the easier way and the simplest, it is the way in which a large number of trade paper editors and writers work into the business.

The writer who has mastered the technique of literary construction and who is willing to go into the practical work connected with some line of business has an opportunity to become so superior a trade paper worker as to be able to reach the top in that line of work when the same amount of effort and ability might not make him even a recognized regular contributor to a literary publication.

There is a demand, a very real demand, for people who know how to write, who understand the business represented by the trade paper for which they want to work. There are plenty of editorial chairs waiting for the right people.

For the most part the trade press is honestly working for the good of its readers. It represents their attitude and it is endeavoring to show them how to do more business and how to do it in a more profitable way. There are here and there subsidized trade papers which have an axe to grind. There are a few which are in business strictly for what there is in it, without regard to whether they promote the welfare of their subscribers or not. But these exceptions require no consideration on the part of the writer. His work should be done with the idea of making it worth while to his readers. The tendency on the part of the trade press is constantly upward. There was a day when a trade paper was merely a means of getting money out of advertisers, and many were published on a basis of "Get all you can and give as little as you can." That day is past. The trade press is cleaning house. It is becoming a higher grade proposition every year.

Trade papers, in spite of efforts to develop some sort of uniformity of size, vary in page all the way from the big, 10¾ by 15 inches page of the "American Grocer" down to the standard magazine size, 5½ by 8½, of "System." If there is one size more popular or prevalent than another it is probably that of "American Druggist," "Jewelers' Circular," and many others, 9 by 12 inches.

Even in the same size however there is no standard column. The "American Druggist" being two columns to the page while "Jewelers' Circular" is three columns to the page. There are even standard magazine page papers, the "Midland Druggist," for instance, which run the column the full width of the page through part of the publication.

Thus it may seem that there is an utter absence of uniformity of any sort in the trade papers. Each paper is a rule unto itself and if the writer is to know very much about it, he must study that individual paper.

There are many weekly publications in the field, particularly in the grocery and general store line. It cannot however be said that the stronger publications are either those issued weekly or those issued monthly. There are strong and weak papers in both classes. It might be said however that in the

field containing the most weeklies, the grocery field, there are the fewest strong organizations. The grocery trade paper circulations are mostly small and rather limited in area and these papers pay comparatively very low rates for contributions, many of them in fact exhibiting an inclination to reduce this expense to a negligible quantity.

A considerable number of trade publications are the recognized organs of associations of retail merchants. For example, "Journal of the N. A. R. D.," which represents the National Association of Retail Druggists"; "National Hardware Bulletin," organ of the National Hardware Dealers' Association; "American Meat Trade," organ of the United Master Butchers of America, and others. These publications are naturally devoted largely to the interests of the members of the association which they represent and give up more or less space to organization affairs. Sometimes they are edited by a board from the association which dictates the policy and even passes on individual manuscripts.

Some trade papers, notably the "Dry Goods Economist," are issued in sections. For example, there will be a "Main Section" to one issue and in addition perhaps a "Rug, Carpet and Drapery Section" or a "Men's and Boys'" and a "Shoe" section. Then there are many special issues in the trade paper field; issues devoted to "Spring Openings," to "Advance Styles," to special lines, or to special methods of development. There may be a special issue devoted to store equipment, a special issue edited entirely by the subscribers, an issue comprising entirely matter by women merchants.

There is a strong tendency on the part of these publications toward such feature issues as give the publishers a chance to make an extra or a particularly strong appeal to the advertisers.

Some of the trade papers carry a large amount of advertising. The "Jewelers' Circular," for instance, may have eighty or a hundred pages of advertising in an ordinary weekly issue. Some of the automobile and the furniture trade papers carry large advertising sections. It is of course the advertising that supports such publications and most of them would be glad to add a large number of subscribers without receiving a cent for the subscriptions if it could be done without violation of the postal laws. Advertising rates are naturally very much

lower in these periodicals than in the standard magazines, on account of the limited circulation.

Of course all this information is mainly in reference to the business end of trade paper publication, but it should be remembered that a writer can do successful work for these papers only when well informed regarding their business department. The business management and the editorial management of a trade paper are much closer than they are in the case of most popular magazines.

It is not the object of this book to show the readers any easy path to quick returns for mediocre work. Any writer who is looking for an easy way to get into print is wasting time. Any writer who is willing to stake his reputation on mediocre work is wasting time trying to be a writer. The trade paper is a distinct market for matter that is fitted to its peculiar needs but it is not an easy market for poor work. The editor is as particular as other editors. The readers are as intelligent.

It is true however that other things than literary excellence are taken into consideration in the trade paper editorial sanctum and the young worker on the way up will often find that he can score a bullseye in the trade paper field when he has failed to hit the mark in general publications.

The trade press market is a great and a growing market and there is a satisfactory return there for intelligent effort and a permanent field for the writer who finds himself able to meet the demands of the editors in the technical class.

CHAPTER II

Methods of Trade Paper Editors

Some trade paper elitors have had experience in editing publications in the general field and the methods of these editors are not different from those they used before entering the trade paper work.

Some trade paper editors evidently have little or no notion of how a contributor ought to be treated, perhaps because they themselves are men who have reached their positions through capability on the technical rather than on the editorial side of the work.

Taken all in all, however, trade paper editors are rather more apt to treat the contributor as a fellow worker and a human being than are the literary editors of publications which are much more pretentious. It is always a question with the experienced writer why it should be true that the business transactions through the editorial department of a magazine are so often carried on with an absolute disregard of all the strict business rules that govern the operations of the other departments.

I have had dealings with the editorial department of a magazine whose very name stands for all that is systematic in business and which devotes its pages to emphasizing the advantages of system, only to find a ridiculous carelessness at times in the editor's methods.

There seems to be a prevalent feeling among editors that the transactions between their office and the contributor are exempt from all the standard rules of business.

The magazine contributor has something to sell. He may himself feel above commercializing his genius, but he cannot get away from the fact that he in business, that he is engaged in selling the product of his brain, and that he expects payment for it. It is true that the editor is made the involuntary recipient of large quantities of such output which he has

not ordered, but this is no excuse for an unbusinesslike treatment of the contributor, because when a publication is started it in effect advertises that it is in market for contributions and to all intents and purposes asks to have goods sent on approval.

In what other branch of selling does the buyer have the goods sent him invariably on approval with charges prepaid both ways, with the privilege of buying at his own price and practically paying in his own good time? As a business proposition the relations between editor and contributor are all in favor of the former and such exceptions as there are to the best business rules are against the seller. Hence the peculiar conditions under which an editor buys are a reason for giving the contributor more careful and more business like attention rather than the reverse.

In spite of the fact that the trade paper editor is less an editor and more a business man than his general magazine cousin, he is often less careful in his business relations with contributors. By this I mean that the editor of the average trade paper is less likely to give his contributor's correspondence businesslike attention of the kind to which it is entitled. Perhaps the inefficient trade paper editor is no worse than other inefficient editors, but there is no satisfaction and mighty little money in doing business with any kind of inefficient publications. The periodical is only the lengthened shadow of the editor.

After having a manuscript accepted by a reliable trade paper I have had it returned in a few weeks without comment, and the only satisfaction I gained by inquiring as to the compatibility of the two actions was that the editor had changed his mind. Others than trade paper editors have changed their minds, still, the trade paper editor will prove to be more independent than other editors, if that is possible. He pays little attention to the ethics of his profession.

The trade paper editor will usually return manuscripts whether they are accompanied by return postage or not. In fact he is very likely to send a polite note of thanks and apparently he seems to be unaware of any infraction of rules on the part of the contributor who neglects to send return postage.

This is of course largely due to the fact that that the trade paper receives comparatively few unsolicited manuscripts. Where a fiction magazine receives hundreds the trade paper does not receive half a dozen.

The fact that matter will be returned without postage or a stamped envelope being enclosed does not however indicate that it is excusable to omit that courtesy. The omission of the return envelope, even though stamps are sent, is very likely to result in the manuscript being returned folded in a different way and perhaps carelessly folded to fit a different size envelope. Trade paper editors do not have on their desks a very large assortment of manuscript envelopes.

My advice would be to send a stamped return envelope, of course, and to fold the manuscript so sharply and crease it so firmly that when the editor comes to return it, it will naturally fold itself right for the envelope.

A little trick that is met with occasionally in trade paper editorial offices is that of stamping on the front or back of a manuscript the receiving date just as it is put on all correspondence. This is not done with malice aforethought, but is simply the result of incoming manuscripts being treated as correspondence rather than as contributions.

I have even had this provoking little rubber stamp impression made when I had taken pains to type on the manuscipt heading, "Please do not rubber stamp this manuscript." The impression is made by an office boy who does not notice what he is doing closely enough to see a request not to do it. Some offices stamp the back of the last sheet and some the title page itself. The simplest way to avoid the inconvenience caused by this, in sending contributions to an office where they have the habit, is to put a thin extra back sheet with the matter and to make an extra title sheet for the front.

The practice is not common enough to make it necessary to follow this plan habitually, but there are a few papers which can be counted on to use the stamp every time. "The Keystone," and "Chicago Apparel Gazette" are two with whom I have had this experience. I have had a house organ stamp every page of the copy.

Some trade papers use no contributed matter, relying entirely on their own staff for material. There are few of these however and occasionally even such an editor will look with favor on a suggestion for a special piece of work. Trade paper editors are perhaps no more inclined than others to be chary about issuing an absolute order for a writer to get up a certain piece of copy, but there is a more decided preference on their part for the submission of completed manuscripts rather than skeletons of the idea.

A writer might devise the plans for an excellent article for a trade paper, the synopsis looking particularly good, only to fall down utterly in the writing because of a lack of the necessary technical knowledge.

Trade paper editors as a rule give much quicker decisions on submitted manuscripts than other editors. The matter receives almost immediate examination and if it is unavailable it is sent right back. Totally unsuitable material is more easily recognizable in the case of the trade paper offce than in other editorial offices.

The trade paper editor does not have to look twice to see that his would be contributor does not know anything about the business he is undertaking to discuss. He does not have to consider literary quality as much as other editors. The idea is the big thing with him. If the idea is technically right the treatment may be all wrong and still get a hearing.

The trade paper editor is easier to see personally than other editors. He is not surrounded with red tape and he does not place himself on a pedestal. He is particularly anxious to get hold of a man who can write something which will help the readers of the paper and he will spend an hour, or his luncheon time, in helping a writer get an idea developed.

It will help the writer to get into personal touch with as many as possible of the editors he wants to serve. If the trade paper editor entertains something less than the highest regard for the professional writer as a contributor to his technical periodical, it is only due to the fact that he is frequently in receipt of contributions from such people who know writing well enough but who know practically nothing about the peculiarities of the trade they are invading. On this account, and on other accounts, a personal acquaintance with the editor will be of the greatest help. The contribution which comes in from a man or woman the editor knows will not be accepted any more quickly without definite merit, but it will receive more careful attention.

Then, too, the trade paper editor usually has in mind a number of subjects he wants to cover in his publication and he will suggest these to the man with whom he has a chance to talk. A personal visit to a trade paper editor has often in my own case resulted in something like this:

Myself: Is there any subject you would like to cover that I might be able to work up for you?

Editor: I don't know as there is. Still, I was going to have Henry Jones of Peoria see what he could do on "Collections," but I haven't got around to write to him. You might try that some day. I'm in no hurry for it.

Trade paper editors, in declining a manuscript unsuited to their needs, often have suggested some other, non-competitive paper that might use the story. Such an editor is not likely to refer to a competing paper anything he thinks really interesting and valuable, but I believe it would be worth while to include on the slip accompanying the submitted manuscript sent to trade paper editors a line where the editor might suggest some other paper that would use the matter.

The following form would be well adapted to accompany submissions to trade papers:

Kalamazoo, Mich.

.....10....

Editor .....

Dear Sir,—The enclosed manuscript,

WILLIAM BROWN,

is submitted for your consideration.

Remuneration expected .....
(Fill in with sum or with "Regular Rate.")

If you are unable to make use of the matter, kindly return it to the writer. Return postage is enclosed herewith.

P. S.—Can you suggest some other paper that might use this if it does not fit yours?

....

.....

The editor of the trade paper rarely takes pains to send the contributor a copy of the paper containing his story. He leaves it to the writer to find out for himself when the matter appeared and in any way he can to get a copy of the issue desired. Usually the easiest way is to send stamps to pay for it. Requests to be placed on the mailing list are usually futile. Trade papers are not padding their lists that way.

Notwithstanding the fact that many periodicals do extend

to contributors the courtesy of a copy of the issue containing their articles, it is fair to assume that, the manuscript being paid for, there is no further obligation. My own method as a writer is to file a carbon of my manuscript and make no effort to get a copy of the printed form. The carbon shows in what publication the matter appeared and that is sufficient.

It might be added here that an excellent way for the writer who is at all prolific and makes a business of writing, is to file his published manuscripts in envelopes each of which contains the matter sold to one publication. The index should show the name of the manuscript and of the publication buying it.

The advantage of classifying manuscripts by publications is that one may see at almost a glance into any envelope what kinds of copy and what specific articles that publication has used. It will be easier to find out in this way what subjects may be worked up again for other and non-competing publications and what ones cannot be duplicated.

CHAPTER III

What Trade Paper Editors Want

The trade paper editor considers two things in his selection of a contribution. He considers first whether it is of a character to be of interest and value to his readers, and he considers second whether it is of a character to give his publication good standing with his advertisers. A third consideration, which seldom has an important hearing on the matter, is the personal taste of the editor. A few editors may be influenced by their own personal preferences to accept matter, but the needs of the publication are paramount and they are what the writer must consider.

In selecting matter with the advertiser's opinions in mind, the editor may go no further than to exercise care to get matter of such a character as will give the periodical a good standing. Or he may go so far as to edit the entire paper with the desire to please certain large advertisers who are thus allowed indirectly to dictate the policy of the publication.

It is rather necessary that the feelings of the advertisers be considered and as a matter of fact there is nothing unethical in seeing to it that nothing appears in the paper which discredits the advertisers or their product. If an advertiser is not deserving of the editorial support of the paper for himself or for his goods, his advertising should not be accepted. If the advertiser is honest and if his advertising is honest there certainly is no harm in helping him editorially. The extent to which such help may go is of course dictated by the policy of the publication with reference to free "write-ups" and "puffs."

The contributor needs to pay attention to the advertising department of a trade paper only to the extent of seeing that his manuscript contains nothing derogatory to any manufacturers in the lines in question. Of course the honest trade paper treats its possible advertisers, the manufacturers who

might use its papes, with the same fairness as those who are already using space. This is due to honesty of intent and also to the fact that it is very poor business to offend a powerful manufacturer whose advertising patronage is being sought.

There are a few trade papers which make a specialty of what is little more than blackmail. They outspokenly condemn a maker or a product that is not represented in their advertising columns. These papers may afford a market for the writer but they do not need any of his help in their nefarious devices.

The main consideration with the trade paper contributor is the subscriber, the man who takes and reads the paper for the good he can get out of it.

It will pay the writer to investigate the advertising pages as well as the reading pages, however, because in them he will get a clear idea of what the readers sell and what the market offers to them and he will get many ideas regarding methods. The writer who lacks practical experience in the trade for which he is trying to write can often gain sufficient superficial knowledge through a careful reading of a few issues of the trade paper itself, advertising pages and all, to be able to write for its readers without giving himself away. He can thus pick up enough technical terms and enough "shop" information to be able to give his copy the color of the trade. But this method is not recommended.

Any matter for the trade paper will make a stronger appeal both to the editor and to the reader if couched in language fitted to the business. For instance, the writer for the drug trade who refers incidentally to spatulas, pill tiles, tablet triturates and label cabinets, need not know the drug business in order to write good business getting matter, but he will give a desirable "local color" to his copy.

Trade paper readers do not have the utmost confidence in the ideas of mere theorists, of writers who know the business only by hearsay. They care less for the actual literary excellence of the story than for the fact that it is really practical and written by a practical man.

One of the best ways for a writer to get "local color" for his trade paper copy is to make friends with someone in the business and get the opportunity to see the inside of the store, factory or office management. Looking over the counter in a hardware store at the shelves filled with hinges, hasps, pliers and jack-planes will not enable one to write in-

telligently of the best stock-keeping methods or the best sales plans for the business.

Every trade paper has its individual point of view just as every other publication has. Not all confectioners' trade papers present the same angle, nor all paint and oil trade, nor all stationery trade papers.

One publication will have 83 per cent. of its subscribers in the large cities and the rest in smaller communities. Another will have an almost exclusive circulation in the small town field. One publication ostensibly for retailers will still go very largely to manufacturers and be willing to use copy making a direct appeal to them. Another will belie its name and while apparently published for the drug trade, be largely a paint, oil and varnish paper.

Matter to be specifically valuable and of the highest interest to the readers of a paper must be written out of a full knowledge of their work. But much may be written that will be bought for them that has not even the marks of perfect familiarity with the business.

Of course no writer can subscribe to all the trade papers, or even to an appreciable number of them. But any writer can go into a neighboring grocery or pharmacy or haberdashery and borrow or beg one or two old numbers of the trade papers they take.

Much of the matter sent by general writers to trade paper editors shows that it was written in perfect ignorance of the actual needs of the business. The trade paper editor can always spot the manuscript coming from a person whose experience has been in writing rather than in working in the business. It may as well be admitted, too, that the editor is inclined to look askance at copy which comes from people who only too obviously are trying to wedge their way into print by way of the trade paper route. The penciled scrawl of the man behind the counter who has an idea based on years of experience gets the preference, and is usually worthy of it.

The trade paper editor will not agree with the young writer that here is a big market for stuff which is not subject to the stringent rules that govern the general magazine market, and that consequently it offers an opportunity for the disposal of copy which has no merit other than that of being neatly typed and accompanied by a return envelope.

The trade paper editor's wants are as clearly defined in his own mind as any editor's, although they are not based entirely on literary excellence. These editors are not interested in split infinitives but they are interested in split profits. They care nothing about the proper placing of "will" and "shall," but they do want copy that tells about the proper placing of windows and shelving.

The matter required by editors of trade papers going to various kinds of merchants, in general, does not vary much. The hardware editor wants methods for getting up hardware window displays, but the furniture editor wants window displays too. They want about the same subjects covered to fit the needs of their classes of readers. I have before me four years' files of a general monthly trade paper, suited to all kinds of merchants, general stores in particular, and filled with matter that is representative of the class of copy wanted by most trade paper editors whose publications go to retail tradesmen. A summary of the contents for the five years should give a writer a pretty good idea of what sort of copy is used and in about what proportions.

In order to make this plain in the simplest form, I am listing below the various subjects covered and the number of times there appeared an article, long or short, on each subject.

Subject	No. of Times
Qualifications of a merchant, treating of various qualities a successful merchant should possess, and how to develop them	9
Results of investigations, valuable information gained by visiting merchants	4
Boosting the home town, commercial club and merchants' association work	24
Business cartoons	11
Discussion of store affairs by the clerk and from his point of view	8
Window trimming and all matter relating to value and use of windows	90
Business conditions	5
Mail order competition	14
Advice to clerks in many forms	47
Successful business experiences in autobiographical form	6
Form letters for merchants to use	8
Inspirational matter for all business readers	57
Accounts of business development in semi-fictional style	11
Newspaper advertising with or without samples of successful used advertisements	17

Descriptive articles (illustrated) showing origin or manufacture of products sold	24
Store building and interior arrangement shown in outline plans	2
Chain stores	2
Store policies and methods	17
All phases of buying goods for the store	25
Business getting plans and schemes described	37
Concerning advantages of cash or credit basis	29
The stores' finances, their proper handling	19
Location and external appearance of stores	9
About getting the business and good will of the farmers	5
How to sell 5, 10 and 25 cent lines	30
Miscellaneous matter about advertising	21
Store economy, money saving methods	6
The treatment of customers	16
Legal phases of business transactions	7
How to have better clerks	8
Delivery systems and conveniences	19
Relations of merchant with manufacturer or with other source of supplies	7
Store fixtures and equipment	19
Special sales, openings and sales plans	17
Interior arrangement and displays	10
Show cards and signs and their making	10
Special matter for special days and seasons	41
Lighting the store and the windows	3
Parcel Post and its advantages	14
Direct advertising with circulars, dodgers, etc	11
Premiums and Trading Stamps	5
Trade marked lines, advertised goods, etc, and the methods and advantages of pushing them	21
Relations with competitors and means of handling competition	2
Profits, how to get them and how to figure them	6

It will not be amiss to analyze this statement a little for the benefit of the writer who is not familiar with trade and trade papers. In the first place, let me say that this does not give an adequate idea of the minor detail covered. Under each of these subject headings are included many relative subjects. Then too, there are other important topics not listed. For instance, the subject of Bargain Departments is not listed above, nor is that of "Agencies," or selling from catalogue.

Large numbers of photographs are used in most trade papers. The paper from which the above data are taken used from 8 to 14 in each issue. Many, perhaps most of these, came from subscribers, but the periodical was all the time in the market for good photographs showing interior arrange-

ments, show windows and outsides of stores in such a way as to advance an idea to their readers.

This same paper ran a page of short jokes or anecdotes in each issue but was rarely offered anything of that sort appropriate to the trade or really worth considering. Other humorous articles or stories were sometimes used, but rarely was anything good offered.

There are many phases of the first subject, the Qualifications of a Merchant. Articles on tact, honesty, personal neatness, cheerful manners, courtesy, correct speech, will find their way into the trade paper if they show how such qualities make for better business.

Few articles were published on the results of investigations among storekeepers. This was not because not much of this sort of thing was desired, because if there is anything that is valuable it is that kind of first hand information as to merchants' methods and business plans.

One issue in two averaged something about community boosting, commercial club work, co-operation between merchants. But there is always a demand for more of this sort of thing because the work is growing in popularity and in importance. Included under this head were the articles on methods for inducing buying at home and local patriotism.

Business cartoons were not used as often as they would have been had more been available. Even those used were not of very good quality. The trade paper cannot pay large prices for drawings, but as such present ideas of interest there need not have been done on them a great deal of work,

Matter which reads from the employes' point of view is always interesting to an editor and has an excellent chance of acceptance because there are few writers who take that attitude and seldom does a clerk take the trouble to write anything himself.

Copy relative to the use of the windows is shown to be the most popular of anything. The trade journal rarely gets too much good copy about the windows, copy telling of good displays and showing how they may be arranged, preferably illustrated. And yet, any writer often sees novel displays in his walks and he could describe them adequately with very little trouble, perhaps from a few notes made on the spot.

The discussion of business conditions is a subject that presents almost no opportunity save for experienced students of such matters. It is usually treated editorially.

Mail order competition is the great bugaboo of the retail merchant in the smaller town and anything that will show him how to hold his trade against the catalogue house will be welcome.

The figures show that practically every issue contained something in the way of advice to clerks. This took the form of all kinds of articles telling the clerk how to make himself a better employe. Salesmanship is always a good subject when one has anything new to say about it. The writer who knows nothing about retail selling may chronicle his experiences in buying from retail salesmen and note their peculiarities in such a way as to make the information worth while.

Successful business experiences in autobiographical form are of the nature of the articles that are frequently published in the "Saturday Evening Post." These must be technically correct and must be given the appearance of being genuine experiences. They must, of course, detail new methods and give information of value. They will rarely be accepted merely on their story merit.

Good form letters which merchants may use in getting business or in making collections always have value. They must, however, be really good and amateurs can scarcely hope to produce them.

Inspirational matter stands high in point of preference as shown by the figures, but as a matter of fact there is not as great a demand for it as is indicated. Much of that kind of copy is produced by the editor and he vastly prefers to receive something which gives detailed information as to how to do something definite.

Accounts of business development are subject to the same suggestions as apply to the autobiographical form of experiences.

Articles telling of good newspaper advertising plans showing samples of the advertisements used are good copy, if particularly applicable and suited to the time. Christmas matter sent after Christmas will not be accepted except rarely by a very forehanded editor.

Descriptive articles telling about the methods of growing or manufacture of some well known product, if illustrated by good photographs, are very salable. Such subjects as "Origin and Manufacture of Cocoa," "Following Tomatoes Through the Cannery," "Marketing Sea Foods," "Where Bananas

Come From," "From the Hoof to the Shoes," etc., etc., are acceptable.

Store plans or diagrams showing suggested arrangement of the building and of the showcases and shelving and other equipment will find sale if they have merit.

Reliable matter about chain stores is good reading when it shows how and why they are successful or not, and when it gives the independent merchant an insight into the methods which they bring into competition with him. It must be remembered, however, that in some instances the reader will be bitterly opposed to chain stores, while in others he will himself be a chain store man. Periodicals published for the 5, 10 and 25 cent stores, for instance, have in the chain stores their greatest following.

The subject, Store Policies and Methods, is very comprehensive and covers a multitude of minor subjects. It includes methods of handling all sorts of specific transactions, methods of caring for the cash, of handling dissatisfied customers, of exchanging goods, of reducing over-stock. It covers the matter of hours of work and the observance of holidays. It calls for real store experience to write intelligently about it.

The matter of buying is also far reaching. Shall one buy from a catalogue, from salesmen or by trips to the market? How shall one treat the traveling man? Shall catalogues be filed? Shall one shop around or buy mainly from one or two sources? Anything that will show a man how to buy to better advantage will be of value.

Schemes and plans for getting business are myriad and there are new ones coming to light every day. It requires only watching the local newspapers to see what dealers are doing along that line, and when a new plan comes to light, a description of it with samples of the advertising used, will sell to some trade paper. This is something any writer can work up if he runs across the material.

To write about the advantages or disadvantages of the cash or credit basis requires some knowledge of credit matters, but with a little such knowledge one may interview a number of merchants who are operating on a cash basis and write up the results, or one may find what advantages other merchants think the credit basis possesses. The individual merchant is often a mine of material upon a subject connected

with the management of his business—and he is usually willing to talk after he gets acquainted.

Methods of handling the financial affairs of the store are of interest and these may include discussion of accounting methods, banking methods, inventorying ideas, stock-keeping systems and anything that has a value as a means of helping the dealer to know just where he stands. There is a dearth of good matter about retailer's finances and not many merchants are really well informed as to what it costs them to do business and how much they are really making each year.

The location of a store, its external appearance, and the possibilities of making the store front over to attract trade can be discussed without technical training. Photographs illustrating such matter help its sale, and perhaps prove the making of the article.

A big feature of the trade of the stores in the average town is the patronage of the farmers. Every writer who can get in touch with the rural population can find out something of interest along this line. The real attitude of the farmer toward the local stores cannot always be discovered by the local merchants. It needs some one who can get at the farmer without being regarded as representing the business element. There is a good opportunity in this line.

The sale of 5, 10 and 25 cent goods is featured in so many kinds of stores in addition to those which specialize in them that intelligent and constructive criticism along that line will make salable copy.

There is no more interesting subject than advertising and a writer who knows something about publicity methods in one line has a chance to fit the ideas to other lines and sell them.

Store economy and money saving methods do not get the attention they deserve in the trade paper from which we take these subjects. Little kinks with applications in the above directions will have a real interest for editors. So will anything about treating customers, unless the ways mentioned are old and hackneyed. Fresh ideas and fresh treatment of them is a necessity. There are certain old and trite ideas that will not get by the trade paper editor.

The legal phases of merchants' operations are worth working up in the form of popular law talks that will help the reader to avoid pitfalls which might prove expensive. For

the writer with a knowledge of the law here is a chance to develop a series of papers which may be made to pay.

Methods of making clerks better, of developing a higher class of service on their part will strike a responsive chord in the trade paper editor's breast. He knows that his readers, the merchants, want to know how to get better returns from their payroll.

Delivery methods are constantly undergoing changes and dealers are always curious to know about improvements. A collection of data on the relative costs of horse and motor delivery under similar conditions, if authoritative and original, will find a ready market.

The relation of the merchant to the man from whom he secures his goods is a subject that may well receive more attention. These two factors in the distribution of products are trying to get closer together and trying to develop more harmonious relations.

As to interior arrangement of goods and displays, anything that suggests new ideas along these lines is very helpful and welcome. The best place to get ideas is in the stores around town. There is no knowing when or where one may pick up a valuable idea. Every writer who wants to work for the trade press ought to have in his pocket a memorandum book in which to jot down ideas gathered from the stores.

Short articles on the value of certain kinds of store equipment and fixtures have the advantage of being a form of co-operation between the editorial and the advertising departments of the trade paper, and the editor will often be glad to get something along this line to use in order to help secure the advertising of some fixture manufacturer.

Special sales, openings and sales plans have the same interest as business getting plans and schemes. The dealer is never tired of studying up such things and there is a never ending demand for something new.

The making of price tickets, show cards and signs may be described with drawings but successful treatment of this subject requires considerable technical knowledge. Copy which merely generalizes as to the value of such helps as show cards, like that which generalizes about other store subjects, will not sell. Specific information is what is wanted.

There are special days throughout the year, all the way from New Year's around to Christmas, when the merchant

wants to do something suited to the occasion, or when he would be better off for giving the day attention. Here again new ideas will be at a premium.

Lighting methods for the store or the windows received very slight attention according to our table, but here is a subject in which every merchant ought to be interested. There ought to be more information about proper lighting methods, about how to get the most value out of the light used, where to place the lights, etc. The merchant does not take time to study this up but the writer might find it profitable to do so.

The writer who learns of some unique use being made of parcel post by a merchant, or who comes in contact with a clever parcel post selling plan will find each marketable, and this is true of any advertising plan being followed in advertising direct to the consumer by mail or by house to house distribution of material. If samples of the advertising are available for reproduction along with the story, it is almost sure to be acceptable.

It will be seen from the foregoing that the ability to get up matter of interest to the editor of the trade paper is very largely a question of keeping the eyes open and making use of anything that seems to be interesting and away from the commonplace.

Trade paper contributions must be informative. The trade paper is not printed to amuse its readers. I sometimes think it takes itself too seriously and might be the better for a little lighter treatment of its contents, but the real excuse for its eixstence is its ability to help its readers.

CHAPTER IV

The Form of the Contribution

As most writers have discovered, the form in which the contribution is offered has considerable to do with its chances of acceptance. By form I mean not only the material, the mechanical form, but also the literary form.

There has been a strong tendency lately to favor the narrative form. Such publications as the "Saturday Evening Post" have made this style of matter popular by printing numbers of special articles written up in the form of pseudo-autobiographies.

Undoubtedly the narrative form is popular with readers. We all like to read a story. In the descriptive article we no sooner find a paragraph which begins to tell of something someone has done than we prick up our ears and pay closer attention. If I were to start in right here and say, "I used to know a chap who had been trying for years to make a living with his pen but without avail until he met a trade paper editor on day by chance while taking lunch in a downtown eating place"; if I were to start like that, you would immediately feel a special interest in the hope of a story. The human interest touch makes a strong appeal and we like to read about what other people have done in their efforts to accomplish what we are trying to accomplish.

Therefore the narrative form of article has its special appeal in the case of the trade paper, and if the story does not show the writer to be an outsider in so far as that trade is concerned, it will stand an excellent chance of acceptance. Of course there must be plenty of information incorporated. The information rather than the story must be the main thing. Trade journals are not story papers.

If you cannot handle the story form successfully, if you are by nature and by experience a writer of articles rather than stories, and if your story is going to give the impression of

having been dragged in by the hair of its head, keep to the form you can handle properly. The fact that the narrative form has more interest for the average reader is no excuse for spoiling good articles by making them into wretched stories.

One form of trade paper article of which there have been too many, and editors are beginning to realize it, is the scolding kind which goes after the business man hammer and tongs, "calling him down" for his mistakes and telling him he has no excuse for doing as he does. None of us likes to be scolded and the trade paper which adopts the hectoring, nagging attitude and keeps at it will lose the interest of its readers and in the end will lose the readers themselves.

Neither do trade paper readers like to be preached at constantly. They like to be treated like fellow workers. They like the attitude of the writer to be that of one of them. You cannot condescend to your readers and continue to have readers. You cannot preach down to them any more than you can scold and belabor them and hold their friendship.

Trade paper subscription lists are full of names of men who think they know quite a lot about handling the business in which they are engaged, who think they know about as much about how their stores ought to be run as any outsider does.

It is a significant fact, too, that many well founded rules for handling a business are open to serious unfavorable criticism and to exception by the man on the job. There is no one who can puncture so quickly a faulty theory as the fellow who is engaged in the work discussed.

Theories are all right and nothing is more practical than a sound theory, but it is not safe to evolve theories and elaborate upon them for the benefit of trade paper readers without first finding out by actual investigation whether or not they will stand up in use. There have been a good many cases where trade paper writers have said it couldn't be done, while out in the field their readers were busy doing it.

The trade paper editor has been through the day of destructive criticism and has come into a time of constructive criticism. It is not enough now, as a rule, that the writer tell what is wrong with certain methods. He must tell how to develop right methods in the place of those he decries. Readers of trade and class publications are looking all the time for information that will help them to become more efficient in their

work, that will help them to succeed by showing them what they can do.

Telling a man his method is all wrong and that he ought not to do a thing in such or such a way may cause him to stop and think, but to what end if he can see no better way, no improved method?

Whatever you attempt to tell the trade paper reader should be told in simple language. You are appealing to an audience much of which requires things to be made plain. If you leave anything to the imagination, you take the chance of being misunderstood. You may be writing about something you know so well that its seems incomprehensible to you that anyone will fail to grasp all that you say when speaking in general terms. But trade papers discuss technical matters entirely. The selling of teas and coffees is technical work just as much as the tuning up of a six cylinder motor. Unless you write so that the less informed of your readers can grasp your meaning, you narrow your audience so greatly that the editor is likely to think you do not appeal to enough of his readers to make your contribution acceptable.

When you have gone into the extreme details in your description, you have worked on the safe side. It is simple enough to blue pencil a few paragraphs that seem unessential, but if they needed to be written in, the result would be a returned manuscript.

There are many forms of statistics which will prove acceptable matter in the trade paper. Scarcely any trade paper editor takes the trouble to develop tables of statistics regarding matters connected with the trade he represents. If he uses them, he takes them from other sources. Few articles of statistical nature are submitted, although the government reports and the pamphlets issued by the various departments at Washington are filled with interesting matter.. Such matter should be compiled with the utmost care for its accuracy and every assurance should be given the editor of the correctness of the tables.

Not much poetry is used by the trade press. There are a few such journals which use a two or three stanzas poem on the back of the page carrying the frontispiece.. Here and there something particularly fitting is crowded in, but it must carry a shrewdly placed point and be brief and striking. The famous "prose poems" of Walt Mason are copied somewhat

extensively in the trade press, sometimes with and sometimes without credit. There is nothing to prevent any clever versifier getting up copy similar in form, and it might not be difficult to make it fit neatly into the needs of trade papers. Verse of an inspirational nature will sometimes find a market in the trade press if it is bright and snappy, and short.

Short paragraphs suitable to be use as fillers, if they are applicable and of an epigrammatic nature, will sometimes be bought. They ought to be submitted in considerable lots, ten or twenty at a time, and not on separate single slips of paper, but well separated, on larger sheets. The payment for these will scarcely be in proportion to the time spent on them. The trade paper editor is not in position to pay high rates.

Charts which show methods of accounting and other systems are of interest to the trade paper people. A good chart, drawn on heavy white paper with black india ink, will reproduce nicely and if it is something of interest usually finds a quick buyer.

Some trade papers make a feature of correspondence from the various centers of industry in the particular lines represented. There is an opportunity now and then to secure the privilege of supplying the news items of the trade. This work is handled just as correspondence work for a newspaper is handled. The items are to be found wherever people are engaged in the business in whose interests the magazine is published.

Some of the papers that print this class of news matter use simply business personals while others give up their space to items which may lead to development of business by the readers, as contractors would be interested in news items about projected building operations.

As to the form in which the trade paper editor likes to see the manuscripts made up: his likes are practically the same as those of other editors. The newer the writer to the field, the more necessary that his manuscript conform to the outward requirements of the editor.

There should be abundant margin on the paper and space top and bottom. The title should be sunk well down the first page leaving the editor room to indicate the style of type and the arrangement. The broad margins will make corrections easy. Pica type is always better for manuscript that the small elite. The easier the manuscript is to read, the more of it will be read.

Richard Brinsley Sheridan said, "Easy writing makes curst hard reading." It takes work to make a manuscript easily read when considered only from a mechanical point of view, but it is worth the work because without it there is an excellent chance of the labor spent on its preparation going for naught.

When a writer has once established a following among the trade papers their editors will accept worse looking manuscripts probably than other publications will accept, but there is everything to be gained by making one's story look as attractive as possible in addition to making it as readable as possible.

Of course the manuscript should have a title and that ought to receive a good deal of thought because a good title will sometimes sell a poor manuscript. I remember once writing an article telling how the druggist might get the trade of the farmers and I called it, "Getting the Farmers' Money." The editor who took it said he couldn't turn down that title.

I showed the financial manager of a paper of which I was editor a feature story called "The Smart Aleck." He said, "I don't care anything about what the story is, I'm stuck on the title. It's a good feature on that account anyway."

We all appreciate the value of titles but we don't all stop long enough to get good ones. We sometimes get too anxious to send the manuscript off and see what will happen to it.

Another advantage of the title over no title whatever is that it easier as a business proposition to handle a deal where the goods to be sold have a name. If you are going to transact any business about your manuscript it needs a name to start with, even though it may be changed later.

The name ought to be a sort of promise to the reader that there is something back of it that will be of interest and assistance in his business.

In addition to a title there ought to be subheadings through the manuscript. These may reasonably occur at least once to every two manuscript pages (in 8½ by 11 typewritten copy). If the editor does not care to use these it will not take him long to cross them out, but even if not used they will help the editor to see at a glance what you are writing about, just as they will later help the reader to see at a glance what the article offers before reading it. Subheadings through the story help to attract the attention of the reader glancing through

the publication and they give the paper the appearance of containing more features.

Trade paper manuscript will be more acceptable if broken up into frequent paragraphs. The obscure treatise may be set solid without a break from page to page and its readers may not mind it, but the subscribers of trade papers are business men who, for the most part, are not great readers. Their reading matter must look easy to read. The type must be clear and the paragraphs short. The style may well be direct and snappy.

Much of the trade paper copy is written in the vernacular and it is the more popular on this account. Straight from the shoulder copy that starts right in with the opening paragraph is the best kind.

The trade paper editor has little patience with the writer who wanders over a page of manuscript looking for his chance to begin. Begin at the beginning. Start right in with something of interest, and when you are through, stop! Never mind about trying to taper off with an artistic ending. Make your work for the trade paper strong rather than artistic or literary.

A very few trade papers object to the direct form of address, they do not allow the writer to address the reader as "You." He must be talked about as the reader in the third person. It is of course only by close study of the publication that one can become familiar with such rules as this, which is a rare one.

One department of much interest in some trade papers is that in which correspondence from subscripers is treated. If the writer possesses a fund of knowledge which would enable him to answer enquiries from subscribers to periodicals in some special field, he may be able to make arrangements to do this work for the editor. There are a number of editors who do not themselves undertake this work but have it done outside.

It is very important that illustrations for a trade paper be submitted in good form, that care be taken in wrapping and mailing the photographs or drawings. Photographs ought to have enough packing to keep them from being folded or broken.

The best photograph for halftone reproduction is an unmounted one with a glossy finish, made preferably by printing on a glossy paper and then squeegeeing on a ferrotype plate.

A good photograph or set of drawings will often save an inferior or mediocre manuscript from being returned. Any illustration is more desirable if the editor finds written on the back such a comprehensive descriptive title as may be used in publishing it. A study of the captions under the illustrations, particularly the photographic illustrations in such a magazine as "World's Work," will help the writer to get up better ones for his own pictures. These captions ought to be written with soft, black pencil, held lightly enough so it will not indent the paper enough to show on the face of the photograph.

The size of the photograph is less important than its sharpness. Generally speaking, any size, from that of a post card up, is available. Editors are always looking for interesting photographs and those that have an interest because of presenting something novel.

Although you may not be interested in writing for the trade press you may occasionally have the opportunity to pick up a photograph that would be of value to some class of business people. If you study the field a little, you will be able to make a little money picking these up for resale.

Success in the sale of illustrative matter, as in the sale of any kind of trade press copy, is dependent as much upon the knowledge of the field as upon the ability to write. The best way to study the field of any class of publications is always to get hold of a copy wherever and whenever possible of any periodical in the field.

There are some trade periodicals which make it a rule to publish no signed contributions. There are others which seem at least to prefer to use no name. The reasons for this are various and do not concern the writer. The point is that it will sometimes save time and sometimes make a sale which otherwise would be lost, if in submitting the manuscript, a clause is incorporated in the letter or form accompanying it reading, in effect, "This matter may be used with or without my name as desired."

If your name has a reputation with trade paper readers it may be used even by the paper which usually omits names. If your name means nothing it may be omitted where names are usually given. In any event the important thing is that the contribution is used.

CHAPTER V

Payment for Contributions

The trade paper editor expects to pay for what he uses. He is sometimes disappointed because the finances of the concern fail him, but that is no more than what happens at times in other classes of publications, more pretentious but perhaps no more prosperous.

Trade paper rates of payment are necessarily lower than those of the prosperous popular publications, but in my experience I have found that payment is no more uncertain in the former class than in the latter.

The editor of the trade paper likes to have a price named on the contribution he receives. It is manifestly to his advantage that this plan be followed because if the price is less than that which he follows as a regular rate, he is ahead, while if it is above his regular rate, he can always say so and refuse to buy unless the price is reduced.

Nevertheless it does help to facilitate matters to give your price along with your copy. It makes it easier for the editor to buy, and if there is any little thing that will make it easier to sell your product, it is good business to do it.

What shall you ask for your work? How much will you get for it if you name no price? These are the interesting questions connected with writing. Writing must be profitable to the writer if he is to do much of it.

Trade paper rates may be said to vary from almost nothing up to a cent a word. A higher rate than a cent a word is practically unknown. A higher rate than half a cent a word is the exception.

Many trade papers pay on a basis of five dollars a printed page and this rate is in vogue with papers with pages all the way from the standard magazine size with perhaps 700 words to a page, up to pages containing three times as much matter.

A good many trade papers are poor. Some of them have

circulations not in excess of 1,000, though the small circulation is not necessarily an evidence of poverty. If the advertisers can be held and plenty of advertising space sold, it naturally follows that the less number of copies printed, the more the profit. There is no profit in the subscription price as a rule.

There are some trade papers circulating in small fields where there is a very limited number of possible subscribers. Some of these papers prosper with small circulations.

A study of the various fields through some list which gives the circulation and advertising rates of trade papers will be helpful in fixing prices. There are newspaper directories published annually in which the trade papers are classified with circulation given. There are lists published which give the circulations, advertising rates, size of page, etc. N. W. Ayer & Son, Philadelphia, Penn., issue one of the best.

There are trade papers published (class journals to speak exactly) which give the news about the trade paper field. "Advertising & Selling" and "Printers' Ink" of New York, give much space to news items about announcements and changes in the publishing world. The former publication issues usually during each year a trade paper number which gives a list of trade papers with information about them.

The trade paper editor, like any other editor, does not like to be nagged about a manuscript sent him. He likes to take his time in deciding whether he will use it or not, and sometimes this may be quite a while. If he accepts the manuscript he does not like to be asked every now and then whether it has been published yet or not.

Of course one cannot send matter to a trade paper or any other and never give it another thought until payment is received or the manuscript comes back. Now and then a manuscript or a letter of acknowledgement or a remittance is lost in the mail. Now and then an editorial office is so carelessly run that a contribution may disappear from sight easily. Now and then a trade paper does not pay a contributor until a bill is sent.

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of .....

To FRANK FARRINGTON, Delhi, N. Y., Dr.

Title of Manuscript	Date Sent	Date Used	Rate	Total
			Total. $	

The accompanying form is one I use as a bill and as a reminder or as a dun. When the manuscript is accepted and charged on my ledger (I keep a regular book account with every publication which does not pay on acceptance), I fill out one of these forms and mail it on the first of each month, after a reasonable length of time has been allowed for probable publication. The exception to this rule is of course any publication the habits of which I know and which I know to be sound financially. When I do not know whether the matter has been used, I put an interrogation under the "Date Used." Sometimes I make these bills a little milder by heading them "Regular Monthly Statement." Sometimes I note on them with the typewriter, "Due if the Above Matter Has Been Used."

In following up manuscripts which have not been accepted but have been out some time I use the same forms. Usually I allow not less than sixty days before inquiring, and in the case of publications known to be slow, particularly monthly periodicals, I sometimes wait longer.

I fill out the bill with a question mark under the "Date Used" line and add, "If you do not expect to use this matter, I would appreciate its return." The price it not filled in unless I have made a price. Instead I write "Regular" under the line, "Rate."

I find this sort of reminder rarely causes any misunderstanding and then only in the case of papers of questionable intentions.

There are some trade publications which prefer to have a bill rendered, and prefer the regular contributor to send in his bill on the first of each month.

It is a source of satisfaction to do business with editors who have such business-like habits. There is no reason why the buying of manuscripts should not be done in a business-like way, or why correspondence regarding such transactions should receive less courteous attention than other correspondence.

Editors are usually loth to write unnecessary letters and on this account they often return manuscripts without comment or without any accompanying note. Sometimes they scrawl a line on an odd slip of paper or on the back of your submission slip. The writer does not expect a letter with his manuscript and he need not care whether he gets even a rejection slip and probably he will not from most trade papers, but when he writes a letter asking for information, it seems that he should receive a business-like reply promptly.

There are very few trade papers that are in a position to pay on acceptance. It may fairly be considered questionable whether it is good business to tie up several hundred dollars in manuscripts when the contributors themselves will carry the amount without charge. There are plenty of writers willing and anxious to write for payment on publication and the trade paper's point of view is that there is no need of paying in advance of the use of the matter, there always being some slight chance that it might ultimately prove unfitted for use under unforseen changes in conditions.

There will be some instances when the trade paper editor will say "No" if compelled to make a definite decision at once about a manuscript, when if the matter could be allowed to await developments there would be an excellent chance of acceptance. I have at present three stories in the hands of a trade paper editor who has had them six months or more and only within a fortnight has he definitely decided to use them, and it will be four or five months before he will print the first. Had I insisted upon a decision at the end of sixty days I would have received the manuscripts back with regrets because at that time it was not advisable to take them.

My policy has always been to give the editor all the time I could possibly afford to give him, but to call his attention to the matter often enough so he would not forget me, doing it of course in a tactful way.

In trying to enforce payment where it has been delayed a long time, I have usually endeavored to get the account settled without calling in the aid of a collector. In fact, I have never yet been able to get anything out of a publication through the help of a lawyer after I had tried all my own ingenuity on it.

One trade paper account I now have against a certain publication amounts to something like $115, and there have been times during the last six months when to have forced this would have put the paper into bankruptcy in all probability, so close has it seemed to be to the edge. But in spite of the fact that the paper's collections ran as low as $68 for one month recently, it is slowly coming back and I shall get the face value of my account ultimately.

Other accounts that have proved worthless I have saved in part by accepting advertising space in payment and transfering this to someone who could make use of it, paying me for it perhaps in their product.

If a paper cannot pay the account or is not willing to pay it on demand after it is due, it is not infrequently possible to get a small payment at a time, taking whatever sum can be secured. Sometimes a trade paper that is short of money will be in a position to pay in the products of some of its advertisers, or even in transportation. No account should be given up until an opportunity has been offered for settlement in any form available.

Most trade papers which are in prosperous condition have a date on which they pay contributors just as there is a date on which salaries are paid or other bills audited. There is no rule about these dates. I have checks regularly on the first of the month, the sixteenth, the twenty-first, etc. These methodical concerns can always be counted on to settle on the day adopted in their rules. Practically all trade papers plan to remit for contributions within 30 days after their use. Thus it may be seen that a monthly journal may delay payment for manuscript until three or four months after you have sent it and yet be using it in the first available issue and paying for it right on time. Many monthly trade papers are planned two or three months ahead, and most of them are

partly planned even longer. The best editors are working all the time on practically all of the coming twelve issues of their monthly papers.

Contributors to trade papers do not realize this advance work sufficiently. Seasonable matter suited to only one month of the year not infrequently comes to my hands less than a month before it would have to be used. This is sometimes due to the fact that a writer will see an attractive window display or know of a successful sales plan and write it up and send it to a trade paper without realizing or perhaps without stopping to think that the plan or the display was a seasonable affair suited to a day or a month.

The writer who keeps a pocket note book will be able to gather in the above manner many good ideas for articles suited to trade paper use but he should use judgment in submitting the matter.

One meets with all extremes in the methods of trade paper editors, and incidents will occur which will tax the writer's patience, but there is little use in complaining. It simply eliminates one publication from the list of future prospective markets.

I have had an editor accept a series of articles of a timely nature and hold them until they utterly lost their value and then send them back with the simple remark that he had decided not to use them. I have had an editor accept a series and start to use them only to decide that the instalments were longer than his readers would read and stop the publication and send back the unused chapters.

But I have had an editor accept a series of articles and postpone their use until he could not use them, and then settle for the lot like a Christian gentleman. I have had editors pay for manuscripts they had accepted and then lost sight of until too late to use.

The editor of a shoe trade paper accepted a Christmas story, a bit of fiction based on shoe trade incidents, and could not make room for it. He paid me for it just the same. And this reminds me that there are a few trade papers which use occasional fiction stories for Christmas or other special seasons, requiring mainly that they deal at least in part with circumstances and incidents peculiar to the trade in question. These stories do not bring high prices, being paid for at trade paper rates, and ten dollars is a good price.

There are a few trade papers which seem to make it their rule to wait to have their attention called to their having published your copy before they will pay for it. They apparently work on the plan of the newspaper which pays for correspondence only when a "string" or pasted up set of the clippings is sent it. There are trade papers which settle for their correspondence on the "string" plan, paying monthly.

A number of writers do regular work for trade papers in the form of a "department," taking charge of a department for the clerks, for criticism of submitted samples of advertising, for window displays, for advertisment writing, etc. These writers usually receive a stipulated amount every month and supply enough copy to fill a certain number of pages.

Many trade papers carry the name of an outside writer as "Associate Editor" and are glad to be able to secure the prestige of a well known and successful writer for such purpose. A writer must be well qualified along some line of close interest to the paper in order to secure such work.

Coming back to the statement with which this chapter was opened, then, the trade paper editor expects to pay for the matter he accepts. It is published with the expectation that a remittance will be sent. Sometimes the editor pays the bills himself, sometimes he has nothing to do with their payment. In any event when you have had a manuscript accepted by an editor, you have a right to expect payment and you need not hesitate about asking for it if it does not come voluntarily. I have had editors and managers act offended at being asked to pay me, at having a bill sent to them, but I have had them act as much so because I had failed to send a bill. If you are to err, err on the side of getting the money.

CHAPTER VI

Syndicating to the Trade Press

Most writers look upon syndicating as the function of a company or firm making that work its specialty. Few of the producers of literature in any form make a systematic and business-like attempt to syndicate their own output.

The lack of suitable means for cheap duplication of manuscripts and the large amount of correspondence involved in the syndicate selling process handicap the individual writer who would like to syndicate his work.

There is, however, opportunity to develop methods with the trade press which are akin to syndicating and this without more attendant detail than the writer can handle alone.

One method of selling to the trade press on a syndicate basis is to write an article, or, better, a series of short articles or stories, and offer them simultaneously to the entire trade press field, stating frankly that every other trade paper is being offered the same copy at the same time.

If this plan is to succeed at all it will be necessary to make the copy rather short, particularly readable and very low in price. No paper will care to take anything that is long enough to be a real feature if everyone of its competitors is to have it, or the chance at it, at the same time. Where newspapers may use the same matter simultaneously with effect of its being exclusive, trade journals cannot do so. Trade papers appear at different times of the week or month, and matter released for publication in June issues might appear in one June periodical two or three or possibly four weeks in advance of its appearance in another. This would be due not only to difference in date of publication, but also to difference in time of make-up. The effect of such publication weeks apart would give the paper last published the feeling that its readers might think it was copying from its earlier competitor. Many trade paper

readers subscribe for several such publications and would take exception to duplicate matter.

It might be better to release the matter for publication after a certain date, but this would operate to some degree in the same way since one paper might come out the day following the date of the release and its competitor weeks afterward, or one day before.

However, there will always be a number of papers that will accept and use matter regardless of what they may think their competitors are going to do. The question is whether enough will take this attitude to make it profitable to offer material to the entire trade paper field at one time.

The plan may be carried out by having sufficient copies of the manuscript multigraphed or printed, and envelopes addressed to the whole trade paper list and by sending out the matter then with a form of notice giving the details of the offer. The matter should be copyrighted in order to prevent its use by papers which do not buy it and to give proper protection to those who do buy it.

My own experience with this plan of endeavoring to sell to a profitable proportion of the whole trade paper field has not been very successful. At one time I made up three rather short and, I thought, exceptionally attractive articles for use this way. I had each printed on a long sheet about like a sheet of galley proof. Each was copyrighted. I mailed the matter to some 700 trade and class publications. It was of such a nature that any of them could use it appropriately.

My price was a dollar each for any of the three articles or two dollars if the three were accepted. I stipulated payment on acceptance. I enclosed an unstamped envelope and asked a return of the matter if it was not available. This I did to enable me to get a line on what papers would return manuscripts without receiving postage and to help to a quicker checking up of results.

A very considerable number of papers that did not use the matter returned the manuscripts. I presume, however, that an unknown writer would receive back a less proportion than one who had done work for many of the papers on the list. Editors would take pains to return the manuscript and even to write a note to accompany it when the sender was someone who contributed occasionally to their columns, whereas if the

name was a new one, and the contributor a stranger, they would not take that trouble.

The returns in this case amounted to between seventy and eighty dollars. The expenses were about $50, so it is plain to be seen that the experiment was not directly profitable.

In an indirect way, however, it was successful. A considerable number of trade papers whose needs I did not know and for whom I had never done any work wrote me suggesting that while they could not use syndicated matter, or while the particular articles sent were not such as they wanted to use, perhaps I could write for them along certain other lines. In this way I made a number of connections which subsequently proved very profitable. In a general way then, the plan proved a material help, though it paid no appreciable direct profit. The file of letters that came back with or without the manuscripts proved a source of suggestions for many months to come.

Trying to syndicate matter fitted to one special field, as for instance, the grocery and provision field, the drug field, or the shoe and leather field, will not prove profitable because in any given field the papers regard one another as competitors to a large degree, even though published at opposite extremities of the country. It is almost impossible to develop any syndicate success by appealing to none but competing papers. While the papers maintain a very friendly attitude toward one another, they eye one another with more or less jealousy.

What then is the plan for successful syndicating to the trade press?

The following is the method I have found most profitable. Reduced to a sentence, it is, offer the matter to one paper in a field.

There are some fifteen reasonably clearly defined trade fields which are practically non-competitive. Roughly speaking, these may be classified as follows: Clothing and Furnishing; Furniture, Shoes and Leather, Books and Stationery and Office Supplies, Jewelry and Optical Goods, Drugs, Groceries and Provisions, Cigars and Tobaccos, Hardware, Implements and Vehicles, Paints and Oils, Confectionery and Soda Water, Coal, Flour and Feed, Dry Goods.

This number does not complete the non-competitive list as will be seen later, but it is representative of the extent to which one may hope to interest papers in the more important articles or series of articles.

No one will be able to get the entire list but it is not impossible or even unlikely that ten or even more papers may be found to take up the use of matter which is not to be offered to any competitor and which is really suitable for its readers.

The matter for use in this way can be manifolded on the typewriter. Six good copies can be made on paper heavy enough for use, and if it is desired to make them all of equal quality, after taking off the original, lay the five carbon copies of page one in a row. Take up the set of carbons of page two, putting the first or best carbon sheet of the second page with the second carbon sheet of the first page, and the second carbon sheet of the second page with the third carbon of page one, and so on. Then take the set of page three and sort them, beginning by putting number one on number three of page one, etc. If preferred, the carbons of each page may be put together in the usual way, in the order they are made, and the poorest or fifth carbon copy sent to the least particular publication, or to one which knows you well.

In submitting this syndicate matter to this small list, a letter may be used something like the following:

Editor Shoe Retailer.

Dear Sir:—Your readers may be interested in a series of short articles on salesmanship, written with special application to the retail trade, and showing how clerks can make themselves worth more money to their employers.

I am offering this matter to a number of non-competing trade papers and you may have the exclusive right to its use in the shoe and leather field for $5 per chapter.

If you are not interested, please return the manuscript in the enclosed envelope.

Yours very truly,

It will be noticed that the word syndicate is not used and this is intentional. Many trade paper editors avoid any syndicated matter on principle and would not give consideration to the manuscript if "syndicate" were mentioned. Strictly speaking the matter is not syndicated since in this way each paper has what is practically exclusive use of it. If you are willing to go to the expense of copyrighting the articles, you will give your editors perfect protection except where two papers' circulations may overlap a little, as they might in department stores, for instance.

The price to be charged for the matter ought to be well below what is likely to be the regular rate of the paper, perhaps half or a third of that rate, thus making the proposition a very favorable one from that point of view and offsetting any feeling against having the matter used elsewhere.

It will usually be an added advantage to be able to say that use of the matter will begin simultaneously in the different fields so that each paper will use it at about the same time. It will be difficult to hold the papers to this plan, though they can be prevented from using the copy previous to any desired date.

A careful record should be kept of all publications to which this matter is sent and this record will be found of value subsequently in determining where to offer other similar matter.

A further development of this syndicate plan is to make the copy for each different field slightly different, making it fit the readers of the paper by using individual copy for each trade. This course necessitates writing out each set of copy individually even though the alterations are slight. And it is but a step further to write the matter for any trade with that trade so much in mind that the result is practically a different manuscript which can be submitted and sold as original and exclusive except for the explanation that the same subject has been similarly worked up for certain other trades, mentioning them.

A series of articles which I wrote without adapting them specifically in any way to any trade, every set being like every other, I sold to the following papers: "Confectioners' Journal," "American Druggist," "Shoe Retailer," "Clothier & Furnisher," "Furniture Record," "Jewelers' Circular," "Photographic News," "American Paint and Oil Dealer," "Michigan Tradesman," "American Stationer," "Trade Register," "Price Current," "Sporting Goods Gazette," and "Trade Outlook."

There were ten chapters in each series and my price was $5 per chapter, making the neat sum of $700. After the series of ten chapters was finished I offered the publishers each four more chapters along the same line as a continuation of the series. Some accepted and some did not. When they did not, I sold the four as a short series to other papers.

Another subject was one occupying about the same length as each of the chapters of the above, something like 2,500 words. This I wrote up individually for each of the following papers, and received $10 from each for it: "American Hat-

ter," "Furniture Record," "American Stationer," "Jewelers' Circular," "American Druggist," "Tobacco Leaf," "Hardware Dealers' Magazine," "Carriage Dealers' Journal," "Progressive Retailer," and "American Paint & Oil Dealer."

Other series which were handled like one of the above were used by the following papers in addition to some of those above mentioned: "Spatula," "Publisher and Retailer," "Grocers' Magazine," "Dry Goods," "Boot and Shoe Recorder," "National Provisioner," "Inter-State Grocer," "Inland Stationer," "Millinery Trade Review," "Dry Goods Buyer," "National Hardware Bulletin."

I have also sold to several weeklies and monthlies for use in every issue for some time series of short paragraphs. In this case I sent some fifteen two or three line paragraphs in each set and charged one dollar per set. Papers that have used such matter regularly for a longer or shorter time are: "Merchants' Journal," "Shoe Retailer," "Dry Goods Reporter," "American Grocer," "Retail Equipment," "Farm Implement News," "Manufacturing Jeweler," "National Druggist," "Carriage Dealers' Journal," "Decorative Furnisher," "American Paint and Oil Dealer," "Confectioners' Journal," "Clothier and Furnisher," "Plumbing & Heating Magazine," "Inland Stationer."

As an indication of how far one may go with a special article in submitting it to non-competing papers, I might instance one which was written to fit all such publications, dealing with the advisability of the reader making good use of his trade paper, and was sold to the following list: "Farm Implement News," "Picture & Art Trade," "Confectioners' Journal," "Journal of the N. A. R. D.," "Spice Mill," "Price Current," "National Baker," "Trade Register," "Bookseller, Newsdealer & Stationer," "Sporting Goods Gazette," "Hotel Bulletin," "American Printer," "Furniture News," "Granite, Marble & Bronze," "Jewelers' Circular," "American Gentleman," "Dry Goods," "Tobacco Leaf," "American Hairdresser," "Blacksmith & Wheelwright," "Canadian Farm Implements."

This particular article brought in each case from two to three dollars. It is not necessary to ask the same price from all publications. The regular price, the price they can afford to pay is not the same in each case and your price can be made to fit the buyer without any unfairness, though the difference ought not to be great.

It will be noted in the above lists that some names occur frequently. It is not that those particular publications represent the only or even the best market in their field, but that they represent the publications with which I happen to have developed particularly friendly relations and to whom I sold most regularly.

Another writer probably would find other papers offering the best market. The secret of continuous success with these publications is finding out what each wants and giving it to them. A careful study of the field and a hunt for new markets for one's work will prove profitable as it will result in new and permanent connections. Don't stick too closely to your beaten track. Keep looking for a new avenue for your work.

In addition to syndicating your own work there is a chance to branch out and handle that of other writers if you are ambitious. When you find an opportunity to buy some particularly good trade paper matter that ought to fit into many fields, take a chance and buy it, paying what one paper would pay. Make a lot of carbon copies and send them out with your proposition. You might pay $5 for a manuscript and sell six or eight copies at two or three dollars each, thus getting perhaps $10 for your rewriting and clerical work. This might be no better than your writing would bring you but it would be done without curtailing your own output.

A writer may be able to place matter someone else wrote with a paper friendly toward him but which could not run any more of his own copy than it might already be using. In this same connection comes up the consideration of the advantage of writing under a nom de plume.

Some editors do not care how much matter they use from the same man as long as the copy itself suits them. But they perhaps object to using his name too often. Have a pseudonym for such occasions, and instead of using this one or that one without any thought, adopt a good second name and use it consistently, thus acquiring a second reputation which may in time come to stand alone. Quite naturally this pseudonym will receive the second-best efforts of your brain, but even so, it may acquire a value, and there will be times when it will be necessary to attach it to some of your best work in order to make a prompt sale.

If, in your syndicating work, you find that an editor has at any time misunderstood your proposition and takes exception

to the matter he bought appearing elsewhere, don't rise up in your dignity and call him names. Never have any quarrel with an editor. He has the big end of it because he has the publication back of him. It will pay you to make it your rule to do whatever is necessary to pacify a disgruntled editor unless he is so much in the wrong that you cannot swallow the pill.

Give the publication back its money and apologize and keep it on your list rather than leave it feeling aggrieved. I have made it my policy for years to sell manuscripts just as I would sell goods if I were a manufacturer, "Satisfaction guaranteed or your money back." Although I have offered editors their money along with my apology I have never found occasion to pay the money, with one exception, a matter of two dollars. If you do your best to treat editors right, they will treat you right. If you regard them as fair game and "trim" them when you get the chance, you will find the odds are all against you.

CHAPTER VII

House Organs

A house organ is a little, private magazine or trade paper published by a manufacturer or by some other business organization for the purpose of promoting the sale of its products. It is essentially an advertising proposition, but it aims to get under the dealer's belt by acquiring his interest through giving him something he will want to read along with the advertising it is hoped he will read.

It may be said at the outset that the mortality among house organs is very great. Only a few have endured more than a limited number of years. They are published until they seem to have accomplished the purpose for which they were started, or until they have failed to do so and are given up as unprofitable.

For the most part these publications are filled with matter produced by the advertising department of the houses behind them, but here and there is one which will buy outside matter in the form of occasional articles or in series, and pay well for it.

The matter bought for such publications is usually bought by a man who is much more familiar with advertising and with the prices paid for commercial literature than with trade paper work, and hence expects to pay more. He thinks in terms of higher prices.

Most house organs are issued for the purpose of interesting retailers, though there are those published by houses catering to the trade of other classes, such as contractors, stenographers, etc. They may perhaps be divided into two sorts, just as I have divided other business publications: trade house organs and class house organs, the former suited to dealers and the latter to distinct classes of users of the product in question.

With a few exceptions such contributions as the writer may

hope to sell to a house organ must in some direct or semi-direct way advertise the product of the house. General matter with no particular appeal that is going to help get business for the publisher will not be accepted in many instances.

Any list of house organs would be so quickly rendered incorrect by changes in policy of the houses in question that no attempt can be made here to give such a list. At best it can only be recommended that any writer interested in this market, write to such manufacturers as are in line with what he thinks he can cover intelligently and request a copy of the house organ, sending stamps for the purpose.

When a promising medium is found it will usually be well to write to its editor and ask him whether he will consider contributions from outside sources.

House organ copy must be short and to the point. The space is limited and the reader is not expected to view the publication as he might some independent journal. It passes more as an advertisement and must get his attention and accomplish its object without unnecessary delay. In order to write successful house organ copy one must almost of necessity study house organs a little, particularly the one to which contributions are to be sent.

Thus it will be seen that the house organ market is not only limited but possessed of some precarious features. The offsetting advantages are that payment is usually prompt, at a rather high rate, and not infrequently a relation develops, if the writer proves adequate to his task, that ends in real financial advantage.

One house organ with which I had a pleasant experience, though now defunct, paid me each month for a year or two ten dollars for a 1,000 word article of interest to hardware dealers or to their clerks.

A few well known house organs which have been published continuously for a considerable time, and which may be considered as nearly permanent as such publications ever are, are the following: "Red Cross Messenger," Johnson & Johnson, New Brunswick, N. J.; "The New Idea," Frederick Stearns, Detroit, Mich.; "Studio Light," Eastman Kodak Co., Rochester, N. Y.; "Voice of the A. D. S.," American Druggist's Syndicate, Long Island City, N. Y.; "Rexall Advantages," United Drug Co., Boston, Mass.; "Lucas News," John Lucas & Co., Philadelphia, Pa.; "Drug Topics," McKesson & Robbins, N. Y.;

"Modern Pharmacy," Parke, Davis & Co., Detroit, Mich.; "The S. W. P.," Sherwin Williams Co., Cleveland, O.; "The Ansco Dealer," Ansco Co., Binghamton, N. Y.; "Impressions," Chas. H. Elliott Co., Philadelphia, Pa.; "Square Dealer," Kellogg Toasted Corn Flake Co., Battle Creek, Mich.; "DuPont Magazine," E. I. du Pont de Nemours Powder Co., Wilmington, Del.; "Business Promotor," Grossett & Dunlap, N. Y.; "Y & E. Idea," Yawman & Erbe Mfg. Co., Rochester, N. Y.; "The Hosier," Holeproof Hosiery Co., Milwaukee, Wis.; "The Hatman," Crofut & Knapp Co., N. Y.; "Kahn Messenger," Kahn Tailoring Co., Indianapolis, Ind.; "Selling Power," Pratt & Lambert, Inc., Buffalo, N. Y.; "N. C. R.," National Cash Register Co., Dayton, O.

While submitting general matter to such publications is altogether a waste of time, if you can get just the right sort of matter started with them, the results are likely to be most satisfactory. This sort of work is more highly specialized than general trade paper work.

CHAPTER VIII

The Field in General

There is no way of finding out to better advantage what the various trade publications use than to get editors to tell you. This you may not be able to do through personal letters.

In order, however, to make the needs of the field as plain as possible I have secured statements from a considerable number of trade paper editors and these are given below.

Some of these are long and some are short, but all are worthy of attention if you expect to write in this field. Much of the matter in the letters has a value aside from its application to the particular paper in question.

In writing these editors, I addressed them as follows:

"As a trade paper editor myself I have wished that my contributors might get up their copy in a little better shape, and I have wished that they might know more about what kind of copy I wanted.

"With this in mind I am getting up a book telling how to write for the trade press. I believe it will be the means of developing a better class of trade paper writers and of making the editor's work easier.

"I wonder if you would be willing to send me such information as you can on the enclosed blank, with permission to use it over the name of your paper?

"Anything you wish to say, much or little, will be welcomed and appreciated."

The blank sent with the letters was of the following form, and a large proportion of the editors simply filled in the blank, though it will be seen that interest in the proposition impelled many to write more fully.

INFORMATION BLANK

Name of your paper.
Address.

1. Occupation of most of its readers.
2. Subjects you like to have covered by contributions.
3. Average length of articles.
4. Class of illustrations desired.
5. Size of drawings or photographs preferred.
6. Do you desire correspondents in large places?
7. How many contributions purchased outside do you use per month on the average?
8. What rate do you pay for copy and illustrations?
9. Do you give consideration to matter not typewritten?

In order to avaid the necessity of reprinting the above questions with each set of answers, the questions, it will be noted, are numbered, and in giving answers only the numbers are given for identification.

REPLIES RECEIVED

American Carpenter & Builder, 1827 Prairie Avenue, Chicago, Ill. (monthly):

1. Builders, contractors, architects, carpenters.
2. Anything and everything of a practical, instructive or interesting nature in the general building field. Human interest and personal experience anecdotes, telling how builders are handling their work for bigger profits and better reputations. This magazine is a monthly instruction paper for ambitious builders.
3. From 300 to 1,000 words.
4. Photographs of real news value; working drawings. Rough sketches requiring redrawing are sufficient.
5. Drawings should be large enough and clear enough to be easily read. 7 by 10 inch photographs, unmounted, preferred,
6. No, we make no point of local news.
7. Fifty
8. Average $5 per 1,000 for articles; $1 each for photographs; sketches space rate, same as type matter.
9. Yes, but typewritten matter preferred.

The American Hatter, 1182 Broadway, New York (monthly).

1. Retail hatters and haberdashers.
2. Unusual store improvements, successful store methods, original advertising ideas, original window trimming ideas.

3. 500 to 1,500 words.
4. Photographs of stores and window displays. Drawings of store improvements, etc.
5. No preference
6. Already satisfactorily represented.
7. One
8. 25 cents per inch.
9. Yes, but typewritten matter preferred.

American Jeweler, 607 S. Dearborn Street, Chicago, Ill (monhly).

1. Watchmakers.
2. Technical stuff.
3. Any length.
4. Line sketches, any size.
9. Yes.

American Machinist, 10th Ave. and 36th St., New York (weekly).

Photographs.—We cannot make acceptable half-tones from half-tone prints but require photographs. We prefer the glossy kind as they are the best for retouching. Half-tones cannot be made from blue-prints. When retouched photographs are sent to us they will be carefully used and returned after engravings are made. Other photographs will not be returned unless specially requested. Photographs should not be less than 4 x 5 inches, 6½ x 8½ inches being preferable.

Drawings.—For line engravings the only requirement is clear, correct copy. We cannot use free-hand sketches unless better made than they usually are, but this is about the only restriction. We can use tracings but prefer blue prints. When construction figures are to be omitted, their obliteration from the print with a blue pencil will insure their omission from the engraving. This is commonly done by the editors in any event, but it should be done by the sender if he does not wish the figures to appear. Drawings need not be inked; clear, legible pencil drawings, made with rules and compass, answering our purpose just as well as drawings finished in the finest patent-office style. Prints from existing line engravings make acceptable copy. There is no limit to the size of drawings, except that, preferably, they should be larger than the intended engravings.

Payment for Articles.—All contributed articles published

in the American Machinist, except those which relate to machines or tools offered for sale, are paid for. The rate per column varies widely, being determined by the importance of each article as a whole, different articles from the same contributor often getting different rates. Because of this variation, it is obviously impossible to name any rate in advance. When determining the amount to be paid for any article the illustrations are measured with the text, and both are paid for at the same rate. Payments are made by check or post office money order, and as soon as edited. We pay for suggestions provided we succeeded in obtaining articles on the subjects suggested; we pay for photographs without manuscript if we can make use of them; we pay for any and every kind of help that our readers can render.

Acknowledgement and Acceptance of Manuscript.—We cannot definitely accept manuscript until we see it, although we are always glad to advise with authors and give our opinion regarding the probable availability of their articles. The receipt of every manuscript is acknowledged when it comes in. All articles are examined in their order and then paid for, or returned at our expense.

Preparation of Manuscript.—The author should write upon one side of the sheet only, and he should leave sufficient space between the lines to permit the insertion of sub-headings and such minor changes as are required in 19 out of 20 of even the best manuscripts. Typewritten manuscript is, of course, the best of all, but in no case should it be solid or with single spacing.

Our readers should not hesitate to write for publication because they feel lame on grammar. We will supply the grammar if our contributors will supply the ideas. Manuscript should not have drawings or sketches on the same sheets, as the manuscript goes to the printer while the drawings must go to the engraver. We prefer, and urge authors, to use their own names, not pen names. At the same time there are situations where a pen name is justifiable. These we are glad to respect.

We prefer complete individual articles to articles in series. In most cases a series of articles can be so broken into separate parts that each one shall be complete in itself and independent of the others. When this can be done it is very desirable.

Caution.—It should be distinctly understood that we do not want back door information leading to the publication of articles which manufacturers are unwilling to have published. We want nothing from any shop except such information as those in charge are willing to have go out in the best shape and in the best paper. In addition to the right of this position there are laws placing severe penalties upon anyone who reveals confidential information.

Mailing Instructions.—All matter of whatever nature intended for the editorial department should be addressed Editor, American Machinist, 505 Pearl Street, New York, N. Y., and in no other way. Whenever possible, manuscript, drawings and the accompanying letter should be sent in the same wrapper. Matter intended for other departments should not be sent to the editor. All matter should carry the name and address of the sender.

American Paint & Oil Dealer, Kinloch, Building, St. Louis, Mo. (monthly.

1. Paint retailers and contracting painters.
2. Live, definite ideas for increasing paint sales. Good paint window trims with photographs of same.
3. 1,200 words.
4. Anything with an appeal to above mentioned readers, any size.
6. No.
7. Six.
9. Yes, if it is good stuff.

Apothecary & New England Druggist, 530 Atlantic Avenue, Boston, Mass. (Monthly).

1. Proprietors of drug stores.
2. Methods actually employed for increasing the efficiency and profits of the business.
3. 1,500 words.
4. Pictures and diagrams illustrative of methods employed in bidding for trade.
5. Adapted to make cuts of about 5 inches base.
6. No.
7. Three
8. $3 per page.
9. Prefer typewritten.

Automobile Dealer & Repairer, 71 Murray Street, New York (monthly).

1. Car owners and garage keepers.
2. Practical information concerning the care and repair of automobiles.
3. As short as possible.
4. Whatever is necessary to give additional value to articles. Any size.
6. No.
7. Cannot say.
8. Whatever seem to be worth.

Automobile Trade Journal, 49th and Market Streets, Philadelphia, Pa. (monthly).

1. Dealers, garage men, engineers, manufacturers.
2. Anything of interest to the trade. Repair department helps, sales methods, live news of dealers and garage men and accessory men. Articles on comparative construction, descriptions of cars, parts and accessories prepared by office staff with the exception of new, unusual cars, in which case a man is sent to the factory. Descriptions of factories of importance.
3. Articles run anywhere from 700 to 4,000 words, a page being about 12,000 words.
4. Detail photographs always wanted to go with photographs of complete cars. Line drawings can be made by our art department from pencil sketches.
5. About three to one reduction on drawings desirable, on photographs not over two to one. Single column cuts 2¼ inches wide, double column 5⅛.
6. We can make use of correspondence in large cities.
7. Since the beginning of the year up to the present issue we have averaged 11.5 separate contributions per issue, 8 being about the lowest in any one month.
8. We pay $5 per page, which includes the space occupied by illustrations when the photographs or drawings used are supplied with the manuscript.
9. We occasionally have articles hand written, and if legible without excessive labor they are given consideration.

Bakers' Helper, 327 S. LaSalle Street, Chicago, Ill. (monthly).

1. Employing bakers, in business for themselves.
2. Whatever will help bakers to improve their goods. Helps

in cutting down manufacturing costs. Suggestions for popularizing bakery goods. Successful schemes for selling bakery goods.

3. 1,500 words.
4. Photographs or pen and ink drawings as occasion demands.
5. Must reduce well to 3⅝ inches column.
6. Not unless they can give us the stuff we want.
7. Five or six.
8. From $2 to $4 per column of 10 inches.
9. Yes, but we do not like it.

The following information is contained on a slip sent by "Bakers' Helper":

Things That Are Practically Helpful to Bakers.—Bakers' Helper, Chicago, has one purpose—to be practically helpful to Bakers. When it fails in that, it will be time to die or change its name. It seeks to learn from growing bakers the sort of help they need, and also the plans they have used to better their goods and their business. Information that will help bakers to bake better goods, or to make goods in better ways, or to gain customers, is sought by the Bakers' Helper. It has no special interest in reading matter of any other sort. If a man wants to do something to raise the average level of the baking business, he can do it by sending to the Bakers' Helper a few lines that will help a baker to carry on his business in better fashion. The kind of information the Helper is most anxious to secure is indicated here: Ways of Making Better Goods, Better Ways of Making Goods, Plans for Gaining Customers, Plans for Holding Customers, How to Stop Bakeshop Leaks, Ways of Pleasing Customers, To Save Cost and Hold Quality, How to Save Time in Bakeshops, Making Money With Specialties, Improving the Delivery Service, Plans for Saving Time or Work, Good Show-Window Devices, Goods That Proved Popular, How Difficulties Were Overcome, Schemes That Sold Bakery Goods, Good Points in Bakery Building, Economical Bakery Arrangement, Making Bakery Goods Popular, Maintaining Reasonable Prices, Successful Advertising Plans, Getting Help Interested.

Bakers' Weekly, 41 Park Row, New York.

1. Master bakers.
2. Bread, cake, crackers, etc.
6. Yes.

8. 15 cents per inch.
9. Yes.

The "Bakers' Weekly" adds the following note:

Bakers' Weekly, of course, is primarily interested in everything pertaining to the manufacture of the staff of life. Our publication stands for absolute cleanliness and sanitation in all places where food is being manufactured and articles along these lines, space permitting, of course, are always welcome.

Blacksmith & Wheelwright, 71 Murray Street, New York (monthly).

1. Blacksmiths and Wheelwrights.
2. Practical articles in relation to the trade.
3. As short as possible.
4. Such as give added value to the articles.
5. Any size.
5. No.
8. Whatever they seem to be worth.

The Boiler Maker, 17 Battery Place, New York (monthly).

1. Men who have to do with the designing and building of boilers, tanks and stacks.
2. Contributions must be of a practical nature regarding the work.
3. Usually 2,000 to 3,000 words.
4. Anything that explains text matter.
5. Any size.
7. Six or more.
8. $5 per 1,000 words as published and additional prices for illustrations where they represent additional work.

Yes, we are looking for practical articles and do not care if they are written by hand.

Bookseller, Newsdealer & Stationer, 156 Fifth Avenue, New York (semi-monthly).

1. Name indicates.
2. Anything pertaining to above named trades.
3. 900 to 1,000 words.
4. Of window or counter displays.
5. 2½ or 5 inches wide.
6. No.
8. Various prices for copy and nothing for illustrations.
9. Yes.

Boot & Shoe Recorder, Boston, Mass. (weekly).

1. Shoe merchants.
2. Only those directly applicable to getting more shoes sold right.
3. 1,000 words.
4. Pertinent to the subject. Styles get preference.
5. 8 by 10 inches.
6. Yes, and our rates are good for matter pertinent to retailing shoes.
7. Trade letters from cities, 100 per week.
9. Life is too short.

Broom & Broom Corn News, Arcola, Ill.
1. Broom manufacturers.
2. All matters relating to broom manufacturing, broom growing and allied industries.
6. Yes, if large broom manufacturers or broom corn growers are located there.
8. $1 per column, 13 inches.
9. Yes.

The Camera, 212 N. 13th Street, Philadelphia, Pa. (monthly).
1. Amateur photographers.
2. Practical articles on photography.
3. 500 to 1,500 words.
4. Photographs.
6. No.
7. 10 to 15.
8. According to subject.
9. Yes, but prefer typewritten.

Bulletin of Photography, same address and same information as Camera, but issued weekly and for professional photographers.

The Casket, 120 Liberty Street, New York (monthly).

William Mill Butler, editor, writes as follows: The writer also edits and manages another undertaking trade journal beside "The Casket" in New York City. It is known as "The Sunnyside." They are owned by separate interests, although I edit and manage both for their respective owners.

In reply to your questions, which apply to both journals, would state that the occupation of their readers is that of undertaking and embalming. We do not depend on contributions from outside writers, although should we receive an arti-

cle that contains anything of interest to the undertaking trade we should be willing to consider it at any time. It should be remembered, however, that what is interesting to the general public so far as undertaking and embalming is concerned is not always interesting to the undertaker. We are trying to publish an educational and news journal for undertakers, and it would be folly to obtain for them articles containing matters with which they are already perfectly familiar.

We do not desire correspondents in large places, as we cover the entire world through a dozen different press clipping bureaus, so far as the news is concerned. Should we find an article of educational value or special interest to the undertaking trade or to the casket trade, as we carry the advertising of manufacturers who desire to do business with the undertakers, we would be willing to pay a reasonable price for the reading matter as well as any photographs which would be of interest also. We would pay $2 apiece for acceptable photographs, and pay for the article accompanying same would depend upon its special interest or necessity to explain the photograph. As a rule we find a caption for the photographs to be sufficient so far as news matters are concerned. Should an educational article be prepared of real value to the profession (which, of course, ordinary aspirants who write for magazines would hardly be qualified to give us) we would pay according to the merit of the article. We have paid as high as a half cent to one cent per word, but for regular contributions from qualified writers represented in our columns right along we allow $5 or $10 per article, ranging from two to three columns in length (our columns are 12½ inches deep, regular news measure, and contributions are set in 8 point.)

The Clothier & Furnisher, 13 Astor Place, New York (monthly).

1. Retailers of clothing and men's furnishings.
2. Anything of assistance to such merchants.
3. 2,000 words.
5. 8 by 10 inch photographs of windows or store interiors
7. Two or three.
8. Sometimes by the inch at 25 cents, single column.
9. Yes.

Coal Age, 10th Avenue and 36th Street, New York (weekly)

2. Different phases of the mining of coal.
3. About 1,500 words.

4. Surface and underground photographs at coal mines.
6. Yes.
8. About 40 cents per column inch for text. Illustrations separately.
9. Yes.

Concrete-Cement Age, Detroit, Mich. (monthly).

1. Contractors, 35 per cent.; engineers, 20 per cent.; architects, 12 per cent; concrete products manufacturers, 12 per cent.; miscellaneous, 21 per cent.

2. Practical, detailed information on concrete construction of every nature, featuring particularly new construction methods and new design methods. We aim to publish "how-to-do-it" information of definite practical value to the readers General descriptive material is not available.

3. We have no hard and fast rule on the length of articles with 10,000 words if they are good.

4. Same rule holds with illustrations as with text. We want photographs and line drawings which actually illuminate the text and which convey details not conveyed in the text itself.

5. The original size of photographs or drawings makes no difference whatever, providing the originals are of such a nature as to reduce clearly and distinctly to standard column sizes, which are 2⅛ inches, 4⅜ inches and 6¾ inches. Depth of the page is 10 inches.

6. We do not use the services of correspondents in the ordinary sense of the word. We are not interested in news matter, such as trade correspondents usually furnish, and unless the correspondent has exceptional ability in absorbing practical information from men on the job, he should have training himself which would enable him to get those details first hand.

7. The average is about 12.

8. Our rates for matter as published are as follows: ½c per word for text; 25c per column inch for drawings when the drawings are ready for reproduction; 15c per column inch for blueprints and pencil sketches which have to be traced; and 15c per column inch for photographs as published.

9. Naturally we prefer typewritten matter, but we accept contributions not typewritten, if the material is readable. In short, while prepared material is always preferable, we care more about the information conveyed than the style in which the material is presented, and we are willing to go to considerable pains in this office to work over material, providing we

have the raw material with which to work. It is the exception when articles are not extensively revamped before publication.

The Druggists' Circular, 100 William Street, New York (monthly).

1. Druggists.
2. Pharmacy, pharmaceutical chemistry, botany, drug store merchandising methods, drug store advertising, soda fountain business, sale of side lines.
3. 500 to 3,000 words.
4. Photographs, wash or line drawings.
5. From 3 to 4 inches up, sharpness being more important than size.
6. Occasionally for special assignment.
7. Perhaps a dozen.
8. Our basis of calculation is $2.25 per column of 1,620 ems. We vary from this rate.

Yes.

Dry Goods, 120 W. 32nd Street, New York (monthly).

1. Buyers and heads of department stores.
2. Helps in increasing sales and in bettering the condition of employes. Welfare work. Market reports in the dry goods trade. Interviews with big merchants.
3. From one column to one page.
4. The best.
6. We have them.
7. From 8 to 10.
8. $2 per column for copy, nothing for illustrations.
9. No.

Engineering Record, 239 W. 39th Street, New York (weekly).

1. Civil engineers and contractors.
2. Civil engineering and contracting.
3. One page.
4. Drawings and photographs. Any size.
6. Already have them.
9. No.

5 & 10 Cent Magazine and Variety Review, Cincinnati, O. (monthly).

1. Practical merchants and store managers.
2. Interesting, instructive and practical articles on store

management, cost accounting, turnover records, buying and selling campaigns.

3. No limit as long as articles are interesting and instructive, practical and to the point.

4. Half-tones or photographs of actual window trims, etc.

5. About 10 by 12.

6. No.

7. 20 to 25.

8. All prices according to quality and quantity.

9. Not unless very interesting.

Flour, Hay, Grain & Feed, 1642 Woolworth Building, New York (monthly).

1. Dealers in lines mentioned and flour and feed millers.

2. Business and descriptive articles of special interest and value to our clientele.

3. 200 to 2,000 words.

4. Clear photographs.

5. Any size.

6. We are well represented already in important trade centers.

7. A few special articles other than regular market and trade correspondence.

8. Thirty cents per column inch of 9 lines, 8 point, twenty-one picas wide. When matter is leaded we pay on a basis of 30 cents for each nine lines.

9. Yes, if clearly written

The Furniture Dealer, Metropolitan Life Building, Minneapolis, Minn. (monthly).

1. Furniture merchants and undertakers. .

2. Articles pertaining to undertaking or embalming, furniture construction and merchandising, accounting and office systems.

3. One page or about 1,250 words preferred.

5. Up to 4 by 15 or 7 by 10 inches.

6. We average less than one a month.

8. No standard.

9. Yes, if legible.

(We have a large following of association members who demand complete convention reports, including addresses, and our limited space excludes all but a few outside articles.)

The Furniture Journal, 508 S. Dearborn Street, Chicago, Ill. monthly).

1. Furniture dealers.
2. Salesmanship, window trimming, care of stock, etc.
3. 1,000 to 2,500 words.
4. Such as apply to articles used. Any size.
6. We maintain them.
8. Rate varies.
9. Yes.

Gas Review, Madison, Wis. (monthly).
1. Farmers, implement dealers, designers.
2. Use, care and operation of internal combustiion engines. Details of design. Scientific dimensions relating to the gas engine or its accessories. Economic problems concerning use of gas power. Technical articles.
3. 1,000 to 2,000 words.
4. Drawings or photographs.
5. 4 by 6, 8 by 12, 3 by 5.
6. No.
7. 10 to 20.
8. 40 cents per 100 words.
9. Sometimes, if it is good.

Geyer's Stationer, 318 Broadway, New York.
1. Retail Stationers.
3. From half to 1 page.
4. New goods and window displays.
6. All cities covered at present.
9. No.
(Very little matter used by this paper except in spring and fall special issues.)

Grain Dealers' Journal, 315 S. LaSalle Street, Chicago, Ill. (semi-monthly).
1. Wholesale grain dealers and jobbers.
2. Anything which will help the grain dealer in his business.
3. 800 to 1,000 words.
4. Photographs, any size.
6. Anywhere we can get matter helpful to our readers.
8. $3 per 1,00 words.
9. Yes.
Our pages are 7 by 10 inches, 3 columns to the page.

Harness Gazette, Rome, N. Y. (monthly).
1. Harness makers or salesmen.
2. Trade conditions, side lines, technical matter pertinent to trade. New ideas.

3. One column.
4. Anything relative to the trade and any size.
6. Have them.
7. Half a dozen or so.
8. $2.50 per column.
9. Yes.

The Hotel Bulletin, 953 Insurance Exchange, Chicago, Ill. (monthly).

1. Proprietors, managers or department heads of hotels.
2. Articles on service, mechanical equipment, new ideas, plans relating to successful operation, etc.
3. 500 to 1,000 words.
4. Photographs or drawings, any size.
6. Yes.
7. Three.
8. Varies.
9. Yes, if we can read it..

House Furnishing Review, 253 Broadway, New York (monthly).

1.. Buyers and dealers in house furnishings and hardware.
2. Articles on displaying and selling merchandise, retail advertising, store and office systems, etc.
3. 2,000 to 3,000 words.
4. Photographs, 9 by 12 inches preferred.
6. Yes.
9. Yes.

The Implement Age, Springfield, Ohio.

1. Retail implement dealers.
2. Selling plans, store management, application of cost accounting methods and other up-to-date business principles.
3. 500 to 1,500 words.
4. Those with human interest features, pertinent to the subject.
5. Suitable to reduce to 2¾ inch column.
6. Yes, if alive.
7. From 8 to 12.
8. Usually 15 cents per inch of 10 point type.
9. Not unless we know the contributor.

Implement Trade Journal, Kansas City, Mo. (weekly).

The editor writes as follows:

We are not large buyers of manuscript, nor do we pay a

very high rate, but we are keenly sensible of the shortcomings of many who attempt to write for the trade press, as manifested in their manuscripts.

Our paper goes to retail implement and hardware dealers, consequently we seek to present everything in our paper from the viewpoint of the retailer. We publish all sorts of good articles pertaining to the management of implement and hardware stores; how to conduct sales campaigns on various classes of tools and machinery. We also publish a good deal of stuff on new kinks in agriculture, written from the dealer's viewpoint. Most of our manuscript runs from 1,200 to 1,800 words.

Scenes of actual operations on the farm are what we particularly desire in the way of illustration. That necessitates, of course, that a few regular human beings be in evidence in the pictures. A machine by itself in the picture, according to our experience, is of little illustrative value. We use three sizes of cuts with bases of 2⅞ inches, 6 inches and 9 inches respectively.

We have correspondents in all the large cities from which we desire trade information. We probably purchase from six to eight manuscripts a month and pay for them at the rate of $1.50 a column, unless somethings happens to be far above the average. We do not give consideration to matter that is not typewritten.

Inland Storekeeper, New York (monthly).

1. General merchants in small towns.
2. Any subject of help to its readers, enabling them to do a bigger business in a better way.
3. 1,000 to 3,000 words.
4. Photographs or drawings, about 5 by 8 inches.
6. No.
7. 5 to 10.
8. $4 to $5 per 1,000 words.
9. Yes.

International Confectioner, 109 Lafayette Street, New York. (monthly).

1. Retailers and practical men in the ice cream and confectionery trade.
2. Articles dealing with the making, marketing and selling of confectionery and ice cream, wholesale or retail. Matter dealing with the growing or production and preparation of the chief ingredients.

3. Two pages, about 1,800 words.
4. Photographs.
6. No.
7. Five.
8. $5 per page.
9. Yes.

The Iron Age, 239 W. 39th Street, New York (weekly).

The editor writes as follows:

We have your letter of April 12 and note the blank you enclose referring to correspondence. It would be impossible to epitomize the practice of "The Iron Age" in respect to contributions in the way you desire. We do not invite contributions from newspaper men at large, as the technical character of most of the matter we handle calls for the selection of men with an engineering outfit or an acquaintance with the commercial side of the iron and steel and machinery trades. Most of the readers of "The Iron Age" are manufacturers in iron and steel, metal working and machinery.

We do not desire correspondents, as our arrangements for news service are fully made. For news matter we pay $5 a column, and for technical matter, that price and upward. We require typewritten copy, and in the rare cases in which pencil copy comes to this office it is typewritten before going to the printer.

The Iron Tradesman, 1021 Grant Building, Atlanta, Ga. (monthly).

1. Men in control of industrial establishments having to do with machinery.
2. Articles dealing with questions of management, industrial development, systems, plant arrangement, etc. Illustrated matter preferred, but we must have exclusive use of the illustrations.
3. 2,500 words.
4. Photographs or forms. Any size.
6. No.
7. About 6.
8. Rate depends upon the author and the value of the articlu. We always try to be liberal.
9. Yes, but typewritten matter has first choice.

The Jewelers' Circular, 11 John St., New York (weekly).

The editor writes as follows:

The Jewelers' Circular goes exclusively to the jewelry trade and the subject of contributions, therefore, has to relate directly to the jewelry trade. However, the contributions will come under several heads: 1, News. 2, Business—such as storekeeping, etc., in which the subject may be taken up on general principles, as well as in the jewelry line. 3, Technical —such as articles relating to precious stones, horological subjects, jewelry making and the problems that confront the jeweler in his workshop.

We have about 80 news correspondents all over the world and receive letters nearly every week from between 60 and 70 of these, relating to the news of their particular districts. We cover practically every principal city and most of the capitals of the States. Correspondents in the principal cities send in a regular news letter covering the happenings in the jewelry trade, while those of the capitol cities take care of matter that comes before the legislature, supreme court, etc.

Under the circumstances you can see that there is no average length for articles desired. They will run from a quarter inch to five and six pages, according to the importance of the topic. Of course, we prefer to hold most stories within the page, which is 30 inches. As to illustrations, we prefer photographs that will permit of half-tone reproduction in most instances, though you will see at times we have to use diagrams particularly in the technical department.

As to the number of contributions purchased outside you will see from the above that our news service puts us in a class different from other publications as we have to buy from about 70 correspondents and 10 or 12 contributors every week. We might mention incidentally that in addition to the news correspondents we have about twenty-five regular contributors who write almost exclusively for us, at least in the jewelry field. These contributors cover everything from fashions in jewelry to translations of foreign articles. Most of them, however, contribute articles on horology, precious stores, and business and storekeeping topics.

Our rate of pay for contributions varies all the way from 15 cents an inch for news to 25 cents an inch for important technical matter. We do give consideration to matter not typewritten but always prefer to have it typewritten; and in fact often have had to refuse written articles because we could not take the trouble to decipher what the author was getting at.

Machinery, 140 Lafayette Street, New York (monthly).

1. Machine building and designing and metal working generally.

2. Machine design, machine shop practice, new machinery for cutting metals, data useful to designers, shop systems, jigs and fixtures, punches, dies, etc.

3. 2,000 to 3,000 words.

4. Photographs or drawings, the latter preferably in pencil on white paper of letter page sige. Large drawings or blue prints are acceptable.

5. Photographs should not be less than 5 by 7 inches, larger preferred. Drawings should in all cases be large enough to show details clearly and should not be larger than necessary to show details to be lliustrated.

6. No, not for news matter.

7. About 50.

8. About $5 to $8 per 1,000 words, illustrations at space rates.

9. Yes, but give preference to typewritten.

Metal Worker, Plumber & Steamfitter, 239 W. 39th Street, New York (weekly).

1. Merchant mechanics.

2. Overhead expense and problems connected with installation of equipment.

3. Two pages.

4. Photographs and sometimes line drawings, suitable size.

6. Would be glad to receive applications.

7. Varies constantly.

8. Space rate dependent on worth of matter.

9. If it is worth it, but the clean, typewritten manuscript of good language has a much better chance.

The Millinery Trade Review, 1182 Broadway, New York (monthly).

1. Manufacturers, importers, jobbers and retailers of millinery.

2. Business subjects pertaining particularly to the millinery business.

3. Not more than two pages.

4. Suited to the text. Drawings or photographs.

6. We have them.

7. Only a limited amount as editorial expense goes for fashion illustrations.

8. Twenty-five cents an inch for matter printed.
9. Yes, but prefer typewritten.

Mill Supplies, 537 S. Dearborn Street, Chicago, Ill.

1. Managers, salesmanagers, salesmen, buyers, etc., for dealers in and manufacturers of mill, steam, mine and machinery supplies and machinery.
2. General business as it effects our line; discussion of problems of management, sales and handling salesmen.
3. From one column to two pages.
4. Anything pertinent.
6. Correspondence is used.
7. From 5 to 15 or 20.
8. Page rate, $5.
9. Not from correspondents.

The Modern Miller, 1341 Insurance Exchange, Chicago, Ill. (weekly).

This paper uses matter relative to the production and marketing of flour materials. It issues a booklet detailing its needs and giving very explicit information to contributors. We suggest that writers having in mind the development of material along the line used ask the editor for his booklet, "To Modern Miller Correspondents."

Monumental News, 535 S. Clark Street , Chicago, Ill. (monthly).

1. Monumental makers and dealers and sculptors.
2. Practical matter on the making, designing, building and selling of monuments.
6. No.
7. Very few.
8. $5 per 1,000 words and $1 each for most photographs.
9. Yes.

The Musical Courier, 437 Fifth Avenue, New York (weekly).

1. Professional and amateur musicians and music lovers.
2. Music.
4. Portraits and snap shots, any size.
6. Yes.
9. No.

Music Trade Review, (Also publishers of Talking Machine World, 373 4th Avenue, New York, weekly).

The editor writes as follows:

We do not in either publication invite contributions. We

have our own representatives in the principal cities, and have special, as well as technical, writers. Still, when anything is forwarded to us that is available, we are always glad to use it, but we do not know that we would care to give a detailed statement as to our methods.

National Hardware Bulletin, Argos, Ind. (monthly).

1. Retail hardware merchants.
2. Selling and business building ideas; stock arrangement; store systems; store management; live business methods; interesting anecdotes of hardware experiences; plans that have made good in meeting mail order competition; salesmanship, special sales; booster ideas for small towns. Articles should be based on real business experiences.
3. 1,200 to 1,800 words.
4. Photographs of interiors and window displays, or drawings bringing out in a characteristic way the human side of the story. Illustrations are not essential as we have our own art department.
5. Cabinet size.
6. No.
7. Eight.
8. $3.50 to $5 per type page of about 700 words. Acceptable photographs $1 to $1.50. Drawings $1.50 to $3.
9. No, except when submitted by members of the National Hardware Association.

National Laundry Journal, 120 Ann Street, Chicago, Ill. (semi-monthly).

1. Laundry owners.
2. Matter of interest to the trade.
3. What the subject demands.
4. Suitable ones, any size.
6. Have them now.
7. Six to eight, dependent upon length.
8. Varies with character of matter, ordinarily 20 to 25 cents an inch.
9. Yes, if it is desirable.

National Cleaner and Dyer, (Published by same house as National Laundry Journal. Editor says same details will fit this paper by substituting "Cleaners and Dyers" for "Laundry owners").

The Northwestern Jeweler, address now Albert Lea, Minn. (monthly).

1. Retail jewelers.
2. Window dressing, advertising, salesmanship, general merchandising.
3. 3,000 to 5,000 words.
4. Cartoons.
5. Single column, 4 or 5 inches deep.
6. Yes.
7. About three.
8. Regular rate.
9. Yes.

Office Appliances, 417 S. Dearborn Street, Chicago, Ill. (monthly).

1. Dealers in and users of office machinery, office furniture and commercial stationery.
2. Matter apropos to the field we cover. Selling, advertising, store management, etc Articles must develop new plans or ideas, or be especially vigorous and original in treatment.
3. 1,000 words.
4. Must illustrate some point in an article, or if sent separately must tell a story or contain features of interest to our readess.
5. Preference for sharp photographs not smaller than 4 by 5 inches on glossy paper. Our column is 20 ems wide, page 41 ems. Drawings should be made with black ink on white paper, any size.
6. We have all the correspondents we care to take on. Our magazine has an excess of material already.
7. Not more than three. In many issues we do not use any.
8. $2 per column, or 20 cents an inch. Half space rates for reproduction of drawings or photographs.
9. Yes, we try to judge matter on the basis of its value. We never lack material, therefore articles purchased must be of a high standard.

Packages, 308 Montgomery Building, Milwaukee, Wis. (monthly).

The editor says: "I am not particularly anxious to have information distributed with a view to assisting us in getting articles as we have our own special correspondents in all centers and get more copy than we can use."

1. Makers of wooden packages and package stock.

3. 6 inches to two pages.
4. Individuals and convention pictures.

"Flour and Feed" is published monthly by the same concern and the editor in writing the above applies his letter to both publications.

Paint, Oil & Drug Review, 212 W. Washington Street, Chicago, Ill. (weekly).

1. Dealers, manufacturers and jobbers of paint, etc.
2. Anything pertaining to the paint, oil, varnish and allied industries.
3. One page.
4. Photographs.
6. Yes.
8. $5 per page.
9. No.

Paper, 117 E. 24th Street, New York (weekly).

1. Manufacturers of paper and pulp.
2. Engineering, chemistry of pulp and paper, manufacture, care and treatment of Fourdrinier wires, felts, etc.
3. 1,500 to 2,000 words.
4. Photographs and drawings, any size.
6. Not at present.
7. Use one or two in every issue.
8. 25 cents an inch, single column, 10 point, illustrations at half space rates.
9. Yes.

The editor adds the following:

Paper circulates almost wholly among the pulp and paper mills of this country and Canada, being subscribed for by the owners of mills and the engineers and chemists attached thereto. We maintain correspondents in all of the large papermaking districts who mail letters giving news and views of the industry regularly every week, so as to reach my desk on Monday morning. We pay at the rate of twenty cents a column inch, 20 ems wide, brevier or 8 point.

Technical articles relating to engineering and the production and scientific aspects of pulp and paper manufacture are solicited and paid for at the rate of twenty-five cents a column inch, long primer or 10 point.

Paper Trade Journal, 150 Nassau Street, New York.

1. Paper manufacturers and dealers.

2. Any matter pertaining directly or indirectly to the paper manufacturing or distributing industry.
3. One inch to one page.
4. Any picture serving to illustrate matter. Any size.
6. We already have a full staff.
7. Not more than 12.
8. A flat rate, covering illustration, of 25 cents per printed inch, about 75 words.
9. When of sufficient value.

Picture and Art Trade, Chicago, Ill. (monthly).
1. Picture and art dealers.
2. Trade subjects.
3. One column.
6. No.

Power, 36th St. and 10th Ave., New York (weekly).
1. Power plant engineers, designers, etc.
Anything pertaining to the generation and transmission of power.
3. The shorter the better. Prefer four short stories to the same matter in one long one.
4. Any kind that show something. We redraw all of our line illustrations.
5. Any size large enough to be reduced for use.
6. Yes, to submit matter on approval.
7. About 130.
8. Try to make payment commensurate with the work put on the article with the standing and exceptional opportunities of the writer for access to material otherwise unobtainable.
9. Yes.

The Practical Druggist, 81 Fulton Street, New York (monthly).
1. Pharmacy.
2. How to carry on the drug business successfully and profitably.
3. 500 to 1,000 words.
4. Interiors of pharmacies.
5. 3 1-3 by 2½ and 3 1-3 by 5 inches.
6. Yes.
7. Two.
8. We pay according to the value and weight of the article and according to how well known the contributor is.
9. Yes.

Practical Engineer, 537 S. Dearborn Street, Chicago, Ill. (semi-monthly).

1. Power plant engineering.
2. Gas engine operation; refrigerating plants; steam and hot water heating; water power plant operation.
3. 1,500 words.
4. Sketches, blue prints or photographs.
5. Drawings any size, photographs 8 by 10 inches.
6. A few.
7. Twenty.
8. $5 per 1,000 words.
9. Yes.

Presto, 440 S. Dearborn Street, Chicago, Ill. (weekly).

1. Dealers in and manufacturers of musical goods.
2. Technical articles on piano manufacturs, improvements, methods of salesmanship and advertising, but especially trade news. We publish weekly from 32 to 200 pages.
3. Not more than 2,000 words, shorter preferred.
4. Photographs of stores, odd subjects associated with the trade, or portraits of men engaged in it, good trade cartoons. Any size.
5. We welcome news at any time.
8. To occasional contributors, $3 per 1,000 words, space rates for photographs, for cartoons whatever they are worth.
9. Yes, always glad to get good stuff and edit it.

(Editor's note added to above: We have found that no arbitray rule can be drawn in regard to contributed matter. The changes are rapid. We try to include everything that may interest the manufacturer, the merchants and the practical workers in every department of the music industries).

Railway Age Gazette, Woolworth Building, New York (weekly).

1. Railroad officers.
2. Special articles by experts in the railway field, and certain classes of news items.
3. Dependent on importance of the article.
4. Photographs and drawings, any size.
6. In important railway centers where we are not now represented.
7. A considerable number but we have a large staff of editors and are probably in better shape to locate the contributors

we want than could be done in any other way.
9. No.

Pottery, Glass & Brass Salesman, 98 Park Place, New York (weekly).
1. Retail merchants and buyers.
2. Advertising, storekeeping, window display, salesmanship, in retailing china, glass and housewares.
3. 1,200 to 1,500 words.
4. Anything relevant, any size.
6. Already covered.
7. 8 to 12.
8. 15 to 20 cents per column inch.
9. Yes, if written legibly in ink.

Retail Druggist, 60 W. Lafayette Street, Detroit, Mich. (monthly).
1. Druggists.
2. Business or commercial pharmacy.
3. 1,000 words.
6. No.
7. 4 or 5.
9. No.

Retail Equipment & Merchandise, Scranton, Pa. (monthly).
1. Store proprietors and managers.
2. Store service, display, window trimming, store arrangement, delivery systems, etc.
3. 1,000 words.
4. Store interiors, special arrangements of fixtures or equipment, window displays and store exteriors.
5. Those that reduce advantageously to sizes not more than 4½ inches wide or 5 inches high.
7. We scarcely average one purchased article per month.
8. Fram $5 to $10 for articles and from $1 to $2 for illustrations.
9. No.

The Road Maker, 515 Monadnock Block, Chicago, Ill. (monthly).
1. Highway engineers or officials.
2. Unusual highway improvements, stories of any character dealing with the improvement of rural roads and showing the benefits.
3. 1,000 to 2,000 words.

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4. Scenic spots on tourists' roads, or illustrations of unusual work, especially showing condition before and after.
5. Post card size to 5 by 8 inches.
6. No.
7. 2 or 3.
8. $5 per 1,000 words, $1 for each picture.
9. Yes, if well written.

Tea & Coffee Trade Journal, 79 Wall Street, New York (monthly).

1. Wholesale buying and wholesale and retail buying of teas, coffees, spices and fine groceries.
2. Original, human interest articles dealing with new phases of the cultivation, preparation and marketing of teas, coffees, spices, etc. Articles on the scientific buying and selling of same. Articles by practical men on spice grinding, coffee roasting, tea packing and baking power mixing, cocoa and chocolate manufacturing and flavoring extract making. "How" articles, telling how others have achieved success in the field, how to arrange and display goods, how to systematize the tea and coffee departments, how to advertise the goods.
3. Feature stories from 1,500 to 2,500 words. Departmental articles, 750.
4. Cultural and transport scenes in countries of production, factory machinery in operation, attractive and original store interiors, window displays, etc.
5. Those capable of being used in the following dicensions, 5¼ by 8 (full page), 5½ by 3½ (half page), 2⅝ by 3 (single column).
6. Have them at present.
7. About 6.
8. 20 cents an inch with variation.
9. No.

Textile World Record, 144 Congress Street, Boston, Mass. (monthly).

1. Textile manufacturers and operatives.
2. Textile subjects.
3. As long as may be profitable.
4. Any suitable illustrative material of any suitable size.
9. Yes.

Tobacco, 150 Nassau Street, New York (weekly).

1. Cigar dealers, jobbers and manufacturers.

2. Practical sales plans.
3. 600 to 1,500 words.
4. Novel window displays.
6. No, unless they are subscription getters.
7. Comparatively few.
8. $2.50 per column.
9. Seldom.

Veneers, 701 Wulsin Building, Indianapolis, Ind. (monthly).
1. Manufacturers of veneers, furniture, pianos, interior trims, etc., and their employes.
2. Any matter pertaining to the manufacture and use of veneers. We want educational matter, new methods, stories about handling difficult jobs; laying veneers, sanding, finishing, practical articles or glue, on trying and matching veneers.
3. 300 to 1,500 words.

Photographs, drawings. We have all drawings redrawn. As a rule we want sizes to make cuts 3¼ inches wide for sincle column.
6. No.
7. Practically all the matter in 16 to 20 pages is purchased.
8. $3 per column, cuts at space rates, payment made within a few days of publication. About 750 words to a column.
9. Prefer typewritten matter but accept other good matter.

Western Druggist, 536 S. Clark St., Chicago, Ill. (monthly).
1. Retail Druggists.
2. Anything relating to the commercial side of the business.
3. 1,500 words.
4. Window display photographs, about 3 by 5 inches.
8. $4 per 1,000 words.
9. Yes.

In addition to the replies received to the series of questions sent to a large number of papers, many letters were received which were suggestive though they requested that the names of the papers be not used.

The following from the editor of "Engineering News" indicates the attitude of many trade paper editors in connection with the possibility of using matter from general writers rather from experts.

I have your favor of the 12th inst., and think it best not to fill out the blank which you inclose, for the reason that I do not wish to encourage contributions from those who make a

business of writing for trade publications, as practically all contributions of this sort we are obliged to return.

While a large proportion of our space is occupied by original contributions, for which we pay, they are practically all furnished by practising engineers who are subscribers to the paper, who describe work with which they are connected or of which they have knowledge, with a view to its technical interest to the profession. While we are always glad to examine articles offered for publication and return promptly to authors such as we do not find available, it is seldom indeed that a contribution coming in from a man who is not an engineer is of a character which we can use.

Thus it will be seen, that in refraining from giving details of their publications, it is in many instances due to the fact that so much of the matter sent by writers unacquainted with the technical side of the work is useless, merely entailing clerical work in receiving and returning it.

The moral to this is that no writer should abuse the information we are giving regarding trade papers by sending matter to them that does not have trade knowledge behind it, or at least the certainty that it conforms to the requirements of the business.

Some publications in this field decline to be quoted as wanting outside matter because they depend so largely upon their own staff for the matter they use. Others find that their subscribers send them practically enough copy.

It may as well be admitted, however, that at any time when a writer produces something that has real merit and value and interest he can get a hearing from even the closest publisher. Success in selling to the trade paper depends upon the ability to write something of real value to its readers.

Brevity is almost an absolute essential in trade paper writing. The editor usually has plenty of material of a kind and what he wants is matter that gets right down to brass tacks at the outsest and is confined to the real essentials.

The information gathered from the papers quoted above may be considered as having a value greater than its mere application to the individual publications. The information given by any one paper in a certain field applies in some degree to other papers in the same field. For instance, the requirements of one drug journal are practically those of the others in that field, subject of course to certain peculiarities of policy, etc.

A letter to the editor will usually secure further information,

though many an editor will refuse to give an assignment when if the finished manuscript were offered him it would be good enough to make him buy it.

One writer who specializes in this work makes a uniform price of $20 for a manuscript of about 3,000 words accompanied by half a dozen or more excellent photographs. His method is to send a note describing the feature he desires to write and to write only upon absolute order, payment to be made promptly upon delivery of the manuscript. The following is a form which appears at the foot of his letter head on which he suggests some subject to the editor:

Contributions Furnished Only on Contract

All of my suggestions as to proposed contributions are made in the hope of being favored with definite commissions. In the case of illustrated features I am always glad to forward with ordered text a sufficient number of photographs to enable selection, but inasmuch as all my manuscripts are specially prepared with specific reference in each instance to the character and editorial policy of the periodical served, I am not in a position to prepare any articles on a speculative basis or for submission on approval. Neither can I accept assignments open to countermand, nor am I willing to send any literary material subject to rejection. The low prices quoted are for payment promptly upon delivery, not payment deferred until publication.

It will be noted that many papers state that no correspondents are wanted in large places. In a considerable number of instances this is due to the fact that they are already represented. It is a simple matter to ask the editor direct if he wants a correspondent in your town, and familiarity with the paper will help you to know whether to write him or not. The papers that do not use matter at all have little need for correspondents.

The number of contributions purchased is not necessarily an index of the number that might be purchased if more suitable matter were offered. Where the rate quoted is not satisfactory, the writer has the option of quoting his rate with his submitted manuscript.

The following are quotations from direct information from a number of trade papers not included in the above list.

American Wool & Cotton Reporter, 530 Atlantic Avenue, Boston, Mass. (weekly).

"Our columns call for textile matter referring to manufacturing and distributing exclusively."

Decorative Furnisher, 395 4th Avenue, New York (monthly).

We find that our readers want concrete statements regarding their business of interior furnishings, rather than abstract generalities.

Commercial Car Journal, Market and 49th Street, Philadelphia, Pa. (monthly).

We want particular and specific points brought out by illustrations of actual conditions as far as possible.

Railway and Locomotive Engineering, 114 Liberty Street, New York (monthly).

Our magazine is almost entirely devoted to the education of railwaymen in the mechanical departments, and the presentation of new devices in relation to the mechanical appliances used on railways.

Coal Trade Journal, 20 Vesey Streey, New York (weekly).

Our field is limited to coal corporations, wholesale and retail, for the most part. .

The Piano Trade, Steinway Building, Chicago, Ill. (monthly).

We deal with the economic and artistic side of piano manufacture.

The Music Trades, 505 5th Avenue, New York (weekly).

Our readers are engaged in the business of merchandising pianos, players, small-goods or talking machines, or the industry of manufacturing those articles. Articles pertinent to the selling of musical instruments, which requires certain specific qualifications differing from those of other lines of merchandise, are of interest to our readers. Our regular space rate is $3 per column, exclusive of captions.

The Furniture Worker, Cincinnati, O. (monthly).

It is our policy to use articles bearing directly upon individual retail concerns. We have found that among our readers interest is created by choosing some large, reputable, retail furniture house for our subject and preparing a descriptive article concerning the successful conduct of various departments of the store.

Good Furniture, Grand Rapids, Mich. (monthly).

Its mission is to encourage the manufacture of honest furniture, good in its class, to build a wider market for good furniture, to stimulate through the dealer and his salesmen the consumer's desire for good furniture, to foster clean and wholesome methods of selling.

The Wood-Worker, Indianapolis, Ind. (monthly).

We want articles along practical wood-working-with-machinery lines, or dealing with methods employed in shops where such work is done.

Town Development, 118 E. 28th Street, New York (monthly).

A magazine for the man who believes in himself and in his town.

The American City, 87 Nassau Street, New York (monthly). (monthly).

(Publishes a city and a small town edition.) We do not often purchase material and in the few cases when we do use such matter, our rate is $5 per 1,000 words, with 50 cents each for photographic prints. We might be able to use an article of perhaps 1,000 or 1,200 words with three or four photographs, containing definite statements of actual accomplishments in a particularly progressive small village.

Granite, Marble and Bronze, 127 Federal Street, Boston, Mass. (monthly).

We use articles on the following subjects: "Making the Retail Monument Business Pay," Some Hints for Monument Publicity," "What the Sculptors Are Doing" (illustrated); "Collection Hints for the Monument Man," "Write-ups of Modern Monument Shops," "Reducing Costs in the Monument Business."

It will be understood that there are occasional changes in trade paper ownership which bring changes in policy. Now and then a trade paper suspends publication. Any list of papers and their needs must be subject to change, but with such a book as "1001 Places to Sell Manuscripts" at hand, the latest available list will be ready for reference.

In conclusion, let me say that writing for the trade press, like writing for any other market requires constant practice and study, and success comes only with experience. There are writers making several thousand dollars a year out of the work. It is a field worth cultivating even if one does not care to make it a specialty.

ABSTRACT OF CHAPTERS

CHAPTER I

What The Trade Press Is:—Class of publications included—Distinction between trade papers and class journals—Requirements in trade press writers—Mechanical make-up of trade papers—Not a market for poor matter.

CHAPTER II

Methods of Trade Paper Editors:—Lack of system in the editors—Ill treatment of manuscripts—Rubber stamping manuscripts—Seeing the editor personally—Form for submitting manuscripts—Filing clippings.

CHAPTER III

What Trade Paper Editors Want:—Relation of reading matter to advertisers—Putting in "local color" of the trade—Knowledge of the trade essential—List of subjects covered by trade papers—Analysis of the list.

CHAPTER IV

The Form of the Contribution:—Narrative form—Scolding the reader—Constructive vs. destructive criticism—Simple language essential—Statistics—Poetry—Charts—Correspondence opportunities—Mechanical form of the manuscript—Choice of title—Value of sub-heads—Illustrations.

CHAPTER V

Payment for Contributions:—How much shall you ask?—Following up the manuscript—Form for bill or statement—Payment on acceptance—Time before publication—Enforcing payment—Payment day—Accepted manuscripts returned—Unused matter paid for—Being an "Associate editor."

CHAPTER VI

Syndicating to the Trade Press:—Personal experience with syndicating—The most desirable method—Form of offer—Series that brought $700—Lists of papers that have accepted syndicated features—Buying for syndicating purposes—Use of a pseudonym—Satisfaction guaranteed by the writer.

CHAPTER VII

House Organs:—What they are—Style of copy—List of house organs.

CHAPTER VIII

The Field in General:—Symposium of trade papers' needs compiled from information furnished by the editors themselves—Names of papers with page given—American Carpenter and Builder, 55; American Hatter, 55; American Jeweler, 56; American Machinist, 56; American Paint and Oil Dealer, 58; Apothecary and New England Druggist, 58; Automobile Dealer and Repairer, 59; Automobile Trade Journal, 59; Bakers' Helper, 59; Bakers' Weekly, 60; Blacksmith and Wheelwright, 61; Boiler Maker, 61; Bookseller, Newsdealer and Stationer, 61; Boot and Shoe Recorder, 61; Broom and Broom Corn News, 62; Camera, 62; Casket, 62; Clothier and Furnisher, 63; Coal Age, 63; Concrete-Cement Age, 64; Druggists' Circular, 65; Dry Goods, 65; Engineering Record, 65; 5 and 10 Cent Magazine and Variety Review, 65; Flour, Hay, Grain and Feed, 66; Furniture Dealer, 66; Furniture Journal, 66; Gas Review, 67; Geyers Stationer, 67; Grain Dealers' Journal, 67; Harness Gazette, 67; Hotel Bulletin, 68; House Furnishing Review, 68; Implement Age, 68; Implement Trade Journal, 68; Inland Storekeeper, 69; International Confectioner, 69; Iron Age, 70; Iron Tradesman, 70; Jewelers Circular, 70; Machinery, 72; Metal Worker, Plumber and Steamfitter, 72; Millinery Trade Review, 72; Mill Supplies, 73; Modern Miller, 73; Monumental News, 73; Musical Courier, 73; Music Trade Review, 73; National Hardware Bulletin, 74; National Laundry Journal, 74; National Cleaner and Dyer, 74; Northwestern Jeweler, 75; Office Appliances, 75; Packages, 75; Paint, Oil and Drug Review, 76; Paper, 76; Paper Trade Journal, 76; Picture and Art Trade, 77; Power, 77; Practical Druggist, 77; Practical Engineer, 78; Presto, 78; Railway Age Gazette, 78; Pottery, Glass and Brass Salesman, 79; Retail Druggist, 79; Retail Equipment and Merchandise, 79; Road Maker, 79; Tea and Coffee Trade Journal, 80; Textile World Record, 80; Tobacco, 80; Veneers, 81; Western Druggist, 81—Additional list giving hint of needs of each: American Wool and Cotton Reporter, Decorative Furnisher, Commercial Car Journal, Railway and Locomotive Engineering, Coal Trade Journal, Piano Trade, Music Trades, Furniture Worker, Good Furniture, Wood Worker, Town Development, American City, Granite, Marble and Bronze.